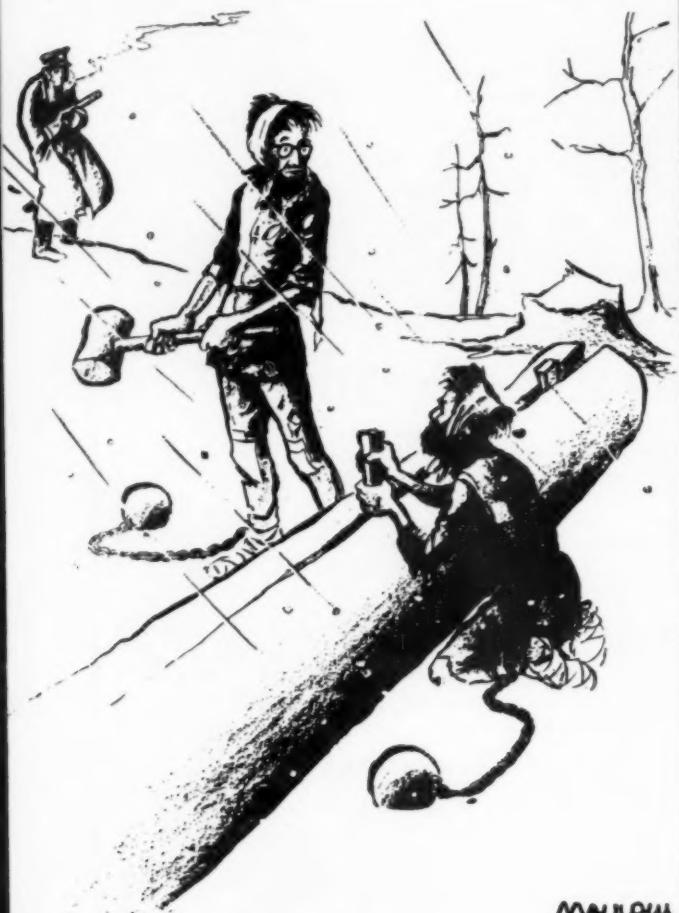


THE QUICK

AWARDS ISSUE

June, 1959



MAULDIN



"FIRST WE CLOSED OUR SCHOOLS,
THEN ONE THING LED TO ANOTHER!"

Type Is Cold War Weapon

Page 8

Washington's Suburban Beat

Page 14

Covering the Farm Front

Page 17

WON THE NOBEL PRIZE FOR LITERATURE. WHAT WAS YOUR CRIME?"

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Through Junior Achievement, thousands of teenagers like those above learn just what is involved in running a business. Here officers of the Jacoco Company, St. Louis, put the finishing touches on Jacoco products—deco-

rative trays made from huge coconut leaves. (L. to R.) Jan Beiersdorf, vice president; Gene Burnett, president; Pat Reynolds, secretary; adviser Art Greene, Standard Oil Company; and Jean Good, treasurer.

Young "businessmen" learn an old lesson



Decorative tray by Jacoco

You might not think a Junior Achievement Company, like the Jacoco Company, and Standard Oil have much in common. Jacoco makes decorative trays—Standard, hundreds of oil products. Jacoco has 14 employees—Standard, 46,000.

But as Jacoco Company Junior Achievers learn, Standard and Jacoco have quite a bit in common when it comes to money matters. So does every other business.

A business takes in just so much money during the year. Out of this amount it must buy raw materials and supplies, pay its employees and pay taxes (some direct—some indirect). Then, if it is well managed, it will

have something left over to provide for future growth and to pay owners a return on their investment.

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This left us 5.2%—the result of only 19 days' operations—for profit. About half of this was used to strengthen our company by expanding facilities to improve the products and services you, our customers, receive. We are continually at work to make oil more useful to more people than ever before.

The balance went to our 152,000 owner-shareholders as dividends. This marked the 65th consecutive year that Standard has paid

dividends. A total dividend value of \$1.687 per share was paid in 1958.

So you see, no matter what its size a company must watch its pennies carefully if it is to continue to give its customers better value for their money. That is our constant aim at Standard.

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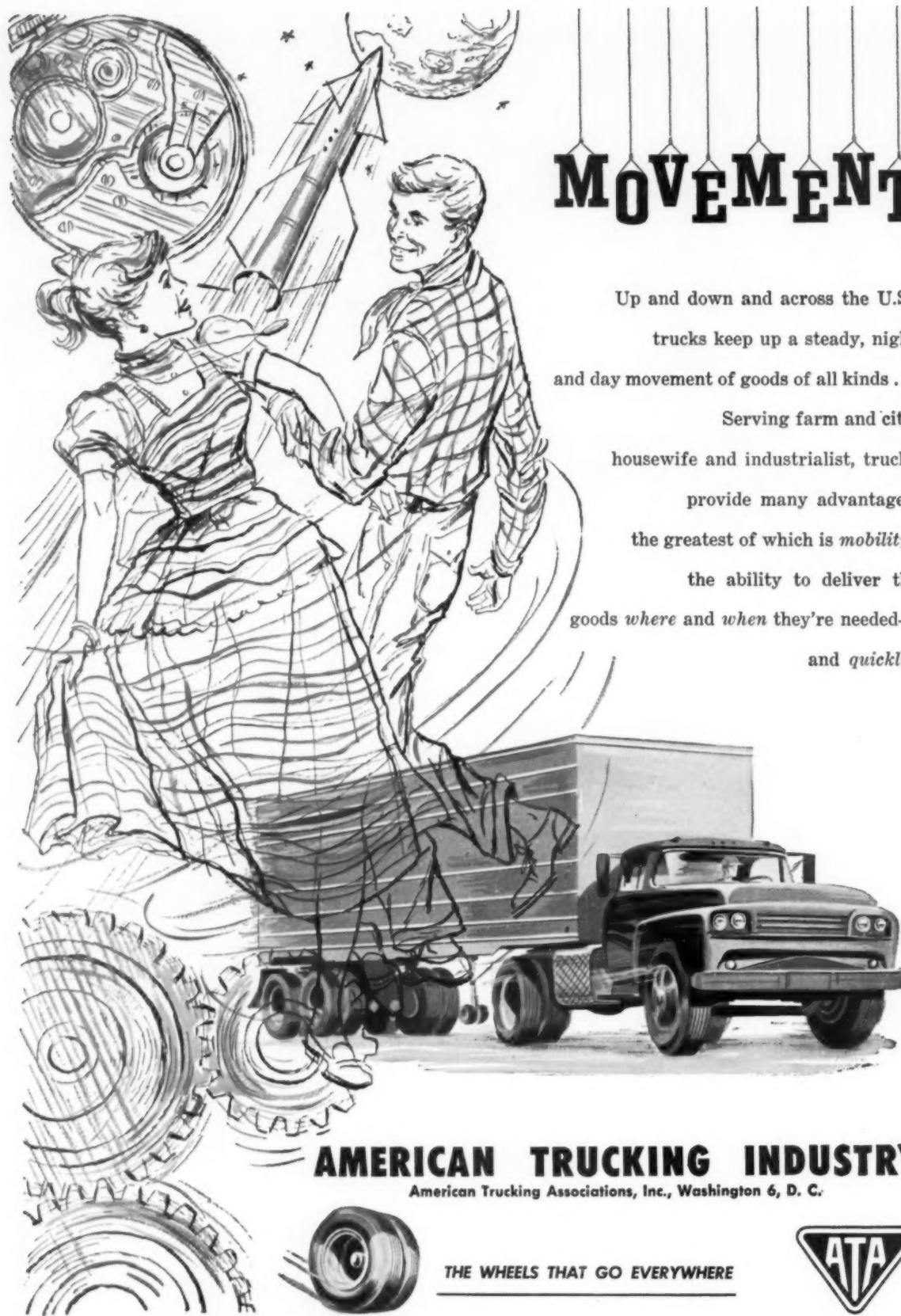


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CARTOONIST OF THE MONTH

A native of Kentucky, Paul R. Carmack, whose cartoon drawn for THE QUILL appears on the editorial page, has been on the staff of the *Christian Science Monitor* since 1925. He attended the Art Institute in Chicago and was a Navy radio operator in World War I. From 1920 to 1925 he was a cartoonist for the *Prairie Farmer* in Chicago. At the *Christian Science Monitor*, he originated and drew the comic strip "The Diary of Snubs, Our Dog" until 1939. Since then he has devoted his full time to editorial cartoons. He is married, has two daughters and five grandchildren, and his favorite sport is golf.



Paul R. Carmack

NATIONAL OBJECTIVE: "TO ANOTHER FIFTY YEARS OF TALENT' ENERGY, TRUTH'

THE QUILL

A Magazine for Journalists—Founded 1912

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JUNE, 1959—Vol. XLVII, No. 6

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The Cover: The two editorial cartoons on the cover of this issue of THE QUILL have earned high recognition in American journalism. The cartoon, "First We Closed Our Schools, Then One Thing Led to Another," drawn by Clifford H. Baldowski for the Atlanta Constitution, was the Sigma Delta Chi winner, while the cartoon, "I won the Nobel Prize for Literature.... What Was Your Crime?", drawn by William H. Mauldin for the St. Louis Post-Dispatch, was the Pulitzer Prize-winning cartoon.

LOOK FOR IT NEXT MONTH

CAMERA IN THE COURTROOM

By Allen Derr

RELIGIOUS JOURNALISM
By Harold Fey

PERU'S NEWSPAPERS
By Marvin Alisky

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IT WAS QUITE A PICTURE STORY

The one that Andrew St. George brought out of Cuba's Sierra Maestra Mountains late in 1957. A story of a small band of guerillas and the revolution they were staging in America's back yard. A story of a little-known man named Castro, who was their leader. A story of violence and oppression and heroism and treachery.

A story that LOOK Magazine published in its February 4, 1958, issue under the heading, *Inside Cuba's Revolution* . . . and the story that Sigma Delta Chi singled out for its 1958 distinguished service award in the field of news pictures.

In its award, Sigma Delta Chi cited Mr. St. George for "his early recognition of one of the year's top news events, his enterprise in arranging to join Castro's guerillas while they were still hunted in the hills, his courage in covering a trigger-happy civil war."

His accomplishments, said the award, "are all in the best tradition of American journalism." It is a tradition to which LOOK is proud to have contributed.

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EDITORIALS

Race With History

AMERICAN journalism is in a race with the pace of American history—and we are losing the race. This is the judgment of James Reston, the distinguished chief of the Washington Bureau of the *New York Times*, voiced in delivering the 1959 Don Mellett Lecture at the University of Wisconsin last month. He put his indictment of our shortcomings this way:

"The gap between where we are and where we ought to be is getting bigger, not smaller, and the reason is perfectly obvious; we go on doing, not exactly but approximately what we did before, while the world is moving on. What we did in the days of the Model T we are still doing in the days of the Jupiter C."

Mr. Reston's concern, which is shared by many others, does not represent a defeatist attitude. He conceded that we are "moving and changing faster than at any time since the invention of the rotary press." The disturbing factor is that the world which today's newsmen must report is changing even faster. Back in the Twenties when Don Mellett was exposing municipal corruption in Canton, Ohio, the formula for gathering and presenting news was fairly simple. Mr. Reston summed it up in the phrase "courage and curiosity." It did not require a Walter Lippmann to interpret the significance of the facts those two newspaper virtues uncovered.

● Today's news cannot be reduced to so simple a common denominator. Corruption today assumes larger and more sophisticated proportions and has more devious implications. The news formula of the Twenties not only is inadequate, but ignores the news in many important areas, including the social and cultural changes of our times.

It is much easier, of course, to point out the problem than to suggest the solution. Mr. Reston cited some of its aspects, and there are others. One of the vexing concerns of the metropolitan press is how to find the staff and space to provide adequate local coverage for the mushrooming suburban areas, and at the same time to give proper attention to the world news. Richard J. Maloy discusses in this issue how the newspapers in Washington are meeting this challenge.

Mounting production costs represent another problem area. There is general agreement that newspapers must pay better salaries to command the greater competence and specialization the Jupiter C Age requires. We need to examine the salary scales, particularly on our smaller papers, but there must also be research into how to cut production costs through new printing methods and machinery.

● Another aspect of the problem is how we can train the specialists to interpret today's complex news and devise the new formulae everyone agrees we need. Journalism schools in a few instances are offering special science reporting courses, but there is little encouraging evidence that we have made more than a feeble start in this field.

Perhaps what is needed most is a greater sense of urgency. We are all conscious of the complexity of the problem, but we tend to forget that today we must do a much better job of reporting and interpreting the news, merely to avoid falling farther behind in our race with history.



Drawn for THE QUILL by Paul R. Carmack, Christian Science Monitor

Tireless Prospector

We Apologize

THIS QUILL is grateful to Leroy Simms for setting the record straight regarding the article in the February QUILL on reporting race news in the South. We regret that the original story was not checked as thoroughly as it should have been done with a contributed article and apologize for the misconception which resulted.

Distinguished Service

THIS issue of THE QUILL lists the newsmen who have won the accolade of "distinguished service" in a variety of fields. As in previous years the awards emphasize the dedication of the press, including the newer media of mass communication, to the public service. No one surveying the list of this year's winners can have any serious doubt of the virility of the press, or of its enterprise.

It can be pointed out that many newspapers do an exemplary job as public watchdogs and accept the responsibilities of community leadership without ever receiving the recognition of an award. There are newspapers which police their own communities so effectively that the ugly head of scandal never is raised. If some formula could be devised to evaluate this type of public service and take into account the intangibles involved, the highest award of all should go to those who exemplify it. However, no one has yet devised such a formula and the reward remains only the quiet satisfaction of a job well done.

● American journalism, including radio and television news, may have its problems, some of which are noted in the adjoining column. But no one can read the list of accomplishments noted in this issue without taking a real pride in the profession and those who serve it.

CHARLES C. CLAYTON



A native of the Ca-Mau territory in Vietnam receives "World Photo Review" and a poster from a Vietnamese soldier. More than 2,750,000 pieces were produced by USIS Saigon for use in the operation.

WHEN the National Association of Litho Clubs held its 1958 convention in Washington, a principal speaker was George V. Allen, Director of the United States Information Agency.

Members of the Litho Clubs are printers. Allen is a diplomat with twenty-eight years in the Foreign Service. Yet, he was a logical highlight of the NALC convention because as director of the USIA, he is boss of the most unique, exciting and important lithograph operation in the history of the industry.

Offset lithography has become a potent weapon in the cold war. The USIA is using it not only to combat the communist propaganda campaign, but to build understanding of America and Americans throughout the world.

● The job of the USIA (called USIS—U. S. Information Service—outside the country) is communication. The twentieth century has developed a number of new and very useful communication tools and the USIA uses them all—radio, motion pictures, television. But, says Allen, the printed word still carries the ultimate impact.

To be sure, as long as the peoples of the Communist orbit are shut away from the rest of mankind, radio will remain the free world's chief channel of communication with the Russians, the Chinese of the mainland, the peoples of the satellites. Translations of American books are permitted behind the "Curtains," but they are either old classics or carefully selected works of authors favorable to the Communist cause. The only United States periodical allowed is the USIA's Russian lan-

In Cold War

Type Tells A

By FLOYD

guage magazine, *America Illustrated*. Under a two-year old agreement with the Soviet government, 50,000 copies of that monthly are sold in the USSR. This winter a Polish-language edition will appear on the bookstands of Warsaw and other Polish cities.

Otherwise, Communist leaders are too afraid of the printed word to let down the bars to free world publications.

Outside the "Curtain," however, the printed word comes into its own. And to make the most efficient and effective use of that tool the USIA relies on offset lithography. But for the offset press, it is hard to see how the Agency could have solved the many complicated problems involved in the operation.

Allen has recently returned from a trip to the Far East, during which he had visited the USIA's Regional Re-

production Center in Manila. It was his first look at the plant handling the Agency's publishing needs for that area; the magazine, booklets, pamphlets, leaflets, posters and other items circulated by USIA posts in thirteen countries of the Far East.

● The Manila plant was the first of the USIA's two reproduction operations and is still the largest. The other is located at Beirut, Lebanon, serving USIA posts in the Mideast.

Allen was the first director of the United States overseas information program after the passage of the Smith-Mundt Act of 1948 gave it legislative status. He had served something less than two years when he was sent overseas as the United States Ambassador to Yugoslavia. At that time the program's publishing business was being handled by American firms, but it was

Amerika, USIS magazine for Russians, attracts a crowd of eager Soviet readers. The magazine, priced at \$1.25 a copy at the official rate of exchange, is circulated as part of a cultural exchange between the United States and the Soviet Union.



THE QUILL for June, 1959

America's Story

ARPAN

becoming increasingly obvious that the arrangement was not working. The time lag was too long, frequently well over a year. There were problems of translation, typesetting, proofreading. As crisis followed crisis on the international front and the Communists expanded their propaganda campaign, the time element became even more important. In Europe and South America, USIA posts shifted more and more of their work to local printing firms. Where facilities were available, this was the most practical if not always the least expensive solution, and still is.

● But in the Far East, a primary communist target, either there were no local printing plants or those that existed were inadequate. In 1950, it was decided that the program (still in the State Department) must have its own plant in the Far East.

With the consent of the Philippine government it was decided to locate the plant in Manila. Adequate hous-

ing, however, was unavailable. Equipment and supplies, down to the last pound of ink, would have to be brought from the United States and shipping was at a premium. Since it takes more than physical equipment to run a publishing business, the greatest problem was labor. Bringing the entire labor force from the United States was impractical and there were few skilled or even semi-skilled workers in the country.

● All these problems were solved. United States military services were abandoning a couple of large sized Quonset huts which could be converted to house the plant. Priorities brought equipment and supplies. Training classes were opened with American instructors. Few of the trainees had ever seen an offset press, but they were selected on intelligence and aptitude and proved good pupils.

The Manila plant's proudest boast today is that forty-five days after conversion of the Quonset huts started and the first training class met, planes were dropping their leaflets on Huk communists in mountain hideouts. Rebels were coming in, first a trickle then a stream, leaflets in hand, ready to make peace with their government.

● The printed word had proven more potent than guns. Democracy had won a round in the struggle not only to preserve freedom for the Filipinos but for the world.

A new and modern home for the Manila RPC is now being completed. Veterans of those early days, however, will see, with a pang, the Quonset huts

Philippine journalism students observe offset printing facilities at the USIS Far East Regional Production Center in Manila. Publications produced here are distributed throughout Southeast Asian countries.



USIS workers wrap the "American Miscellany" in Djakarta, Indonesia, for distribution to 40,000 Indonesians throughout the islands.

demolished. The old plant showed what offset lithography could do. For all its deficiencies, it has become the showplace of the printing industry not only for the Philippines, but for the entire Far East. Visitors go home to replace ancient machinery with up-to-date equipment. Graduates of the training classes, cameramen, platemakers, pressmen, are the background of an industry now spreading throughout the Far East.

● The trade in the Far East is not unionized, but USIA has been scrupulous as to wages, hours, skill and seniority. American supervisors are granted "not-at-trade" cards from their unions when going out to the plant.

The volume of work handled is staggering. The plant consumes about eight tons of paper a day. In a typical month in 1958 it produced more than 128,000,000 impressions, about 50 per cent in color, chiefly process color. This material went to thirteen countries regularly served and, in addition, there were special jobs for five others. All in all during the month the plant serviced USIA programs in countries where the total combined population is around 790,000, or nearly a billion persons.

Countries regularly serviced by Manila RPC are: Burma, Cambodia,



Hong Kong, Indonesia, Japan, Korea, Laos, Malaya, Philippines, Singapore, Taiwan, Thailand, and Vietnam.

Additional countries serviced in a typical month, March 1958, were: Ceylon, India, Australia, New Zealand, and Pakistan.

● A rough breakdown gives an idea of the type of material produced: 898,-843 magazines, 434,888 posters, 98,850 leaflets, 614,229 pamphlets, 379,285 newspaper inserts, 1,225,304 miscellaneous items.

The Beirut plant was opened in 1953, designed to give the same service to USIA posts in the Mideast. The greater part of the equipment, incidentally, was built to United States Air Force specifications and can be easily transported by air. In an emergency most of the equipment could be cleared within a few hours, not a matter to be overlooked in these troubled times in the Middle East.

The operation of the Manila and Beirut plants (to be discussed later) is quite similar. Their problems are not too different, but they are problems seldom, if ever, encountered by the industry in the United States and give the USIA operation its unique character.

Take the question of languages. To date, the USIA has produced material in sixty-five languages and dialects, and as the Agency is expanding its program in Africa that figure, no doubt, will be substantially increased. In both the Far East and Middle East there are few countries where material can be printed in only one language. Those pamphlets for the Huks, for example, were printed in seven Filipino dialects and in Chinese.

● Manila prints in languages for which as yet no mechanical type exists. Every line, every word has to be hand drawn by calligraphers. One example is the Cambodian edition of *Free World*, USIA's magazine for the Far East. There are 150 characters in the Cambodian alphabet, which is not, however, high for an Asian language. The Chinese alphabet, the largest, has 47,000 characters.

Both plants go in heavily for illustrations and color. Both, however, present problems and USIA must always keep in mind local mores and customs. For certain peoples green, the color of growing rice, denotes fertility, growth and prosperity. It is a happy color. For others green has evil connotations as witness the green Trumans and MacArthurs in communist propaganda during the Korean war. The robes of the priests of one of the Buddhist sects are orange or saffron and the color has religious significance for their followers. The USIA has to

be very careful in using any shade of yellow in those areas. White, not black, is the color of mourning and death for the Koreans and Chinese.

This distaste for green with some peoples may, incidentally, be the reason that Soviet maps today always show the United States in that color.

Pictures must be eye catching, must tell a story, but never offend. Cheesecake, of course, is out. That could be taken for granted, but pictures have to be studied for a variety of other ideological nuances. In an article sent from Washington on Grandma Moses, one illustration showed the artist sitting on a pile of books, which is that grand old lady's custom while painting. Throughout Asia, however, books are regarded with such reverence that the picture had to be eliminated. To sit on a book would have been thought almost irreverent.

● Obviously, only a person brought up in a country, absorbing its culture from birth, can be aware of all these attitudes. And they vary not only from country to country, but among various people in the same country.

If the regional reproduction centers had to be responsible for avoiding all slips of this kind, it is obvious that the labor force required would be enormous. The editorial staff would have to include not only representatives of each country but of each religion, each sect, each cultural group. Actually, the total American personnel authorized at the Manila RPC today is sixteen and the local force is 238.

BEHIND THE BYLINE

Floyd G. Arpan, Professor of Journalism at the Medill School of Journalism, Northwestern University, and an Associate Editor of *THE QUILL*, left recently for a round-the-world first-hand look at journalism in many countries. At present he is in the Far East.

Arpan has been a frequent contributor to *THE QUILL*. He heads magazine studies at Northwestern and has worked closely with the State Department in supervising programs for groups of foreign journalists traveling and studying in this country. Previously he has visited and studied the press in Europe and South America. He expects to be back in the United States before July 1.



Floyd G. Arpan

HOW WALL STREET JOURNAL READERS GET AHEAD

By a Subscriber

"One day I picked up *The Wall Street Journal* in a railroad club car. I expected dull reading. Imagine my surprise when I found some of the brightest, most interesting articles I ever read.

"I sent for a Trial Subscription. For the first time in my life I began to understand why some men get ahead while others stay behind. I learned about the far-reaching changes taking place in America. I found out about new inventions, new industries and new ways of doing business that are helping ambitious men earn money. My Trial Subscription to *The Journal* cost me \$7. It showed me how to increase my income."

This story is typical. *The Journal* is a wonderful aid to men making \$7,500 to \$25,000 a year. To assure speedy delivery to you anywhere in the U.S., *The Journal* is printed daily in five cities—New York, Washington, Chicago, Dallas and San Francisco.

The *Wall Street Journal* has the largest staff of writers on business and finance. It costs \$24 a year, but in order to acquaint you with *The Journal*, we make this offer: You can get a Trial Subscription for 3 months for \$7. Just send this ad with check for \$7. Or tell us to bill you. Address: *The Wall Street Journal*, 44 Broad St., New York 4, N.Y. QM-6

The smaller Beirut staff includes nine Americans and eighty-six locals.

It is the policy of USIA, however, to staff all posts under the supervisory level with nationals of the countries in which they are located. Not only do such people have the intimate knowledge of the languages rarely possible for a foreigner but they are aware of these other cultural intangibles. The system adopted by the reproduction centers takes advantage of this special knowledge.

● The magazine, *Free World*, is a good illustration of how the system works.

Articles and illustrations are sent to the Manila center by Washington and the posts. The editorial staff at the center puts together an English edition of the magazine from this material. The staff itself may contribute. This edition, with additional material, is then sent the various posts.

Each post takes this edition and studies it. It is then re-made for use in that particular country. Certain articles may be discarded as not of interest to that particular country or not in line with country objectives. The gaps are filled from the additional material sent. An effort is made to retain all process color plates, but even this is not always possible.

(Turn to page 37)

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Never a Dull Moment For Wire Service Man

By MAC SEBREE

WIRE service newsmen sometimes are regarded by the profession with a mixture of pity and awe. They're supposed to work harder, faster and longer than other newsmen, and not take coffee breaks.

Most newspapers have from one to several deadlines each day, and unless the paper is almost upon one of them the newsroom usually clicks along with comparative calm.

Not so the wire service. As one major service boasts, its clients have a "deadline every minute" and the teletype printers can't be left to hum in idleness—the news must flow unceasingly.

Brother, that ain't the half of it!

I am the manager of a bureau of one of the two major wire services (which, for purposes of disguise we will refer to only by its initials, *UPI*) in Tulsa, Oklahoma. Besides being manager, I also am newsmen, teletype operator, and copyboy. In short, I operate a one-man wire service bureau and so have nobody to manage but myself—and that's almost more than I can manage.

Both wire services have a number of these one-man operations. The *Associated Press* calls its small-bureau managers "correspondents." From my experience, here is a peerless training ground in journalism in all its aspects. A small-bureau wire service newsmen is truly a jack-of-all-journalism-trades;

BEHIND THE BYLINE

Twenty-six-year-old **Mac Sebree** is *United Press International's* bureau manager—in fact, he's the entire bureau—in Tulsa, Oklahoma. A native of Nebraska, he attended school in California, then earned a B.A. degree in journalism at the University of New Mexico in 1955. He had worked for the *Albuquerque Journal* and the *Lubbock, Texas, Avalanche-Journal* before joining *UP* in 1956. Sebree, an Air Force veteran, is chairman of the Freedom of Information committee of the new Eastern Oklahoma chapter of Sigma Delta Chi.

he covers everything from football games to legislatures, meetings of boards-of-directors to hobo conventions. He calls on clients and prospective clients, helps higher headquarters with promotions, and may even sell a little.

It certainly has been an education for me. I don't claim to be a finished newsmen, but running a one-man show for a wire service has taught me a little about evaluating news stories for the wire and a little about writing a lot faster and keeping accurate at the same time. Depending upon local situations, small bureau managers usually have almost complete autonomy in selecting and writing for the wire, and unless the story is a mighty big one, no help will be forthcoming from other bureaus.

Being my own copyreader and managing editor also has taught me to befriend my dictionary—my division manager doesn't like to see misspelled words on the wire.

Do I like being my own boss? You bet. And I like wire service work, too. The hours aren't too irregular, either, although in a one-man wire service bureau a straight 9 to 5 schedule is next to impossible. It's distressing, but newsmakers apparently have no regard for the convenience of newsmen. I have tried to have all shootings and fires around here happen during bankers' hours, but to no avail.

Election night is the only time in the whole year that I ever ask myself whether I went into the right profession.

I like to look at things on the lighter side, and I have been able to mark the milestones of my news career by the things that strike me funny. I hope that at 26 I am not already cynical, but nearly everything strikes me with at least a streak of humor.

But there is no humor in a story such as the Warrenton, Missouri, nursing home fire in February of 1957 which took seventy-two lives. I was second in command of our Jefferson City, Missouri bureau then and the



MAC SEBREE

Legislature was in session. The fire broke out on a Sunday and I headed for Warrenton, some seventy miles distant. I worked on the fire story all day Sunday, all that night, and Monday until about 6 p.m. With things more or less under control at the burned-out nursing home, I returned to Jefferson City.

I dragged into the bureau with torn and dirty clothes and two days' growth of beard, and heard bureau manager Jerena (Jerry) Giffen, one of the go-gettingest gals any wire service ever had, say: "Boy am I glad to see you. The House Roads and Highways Committee meets in five minutes and the governor will be there. Better get over there."

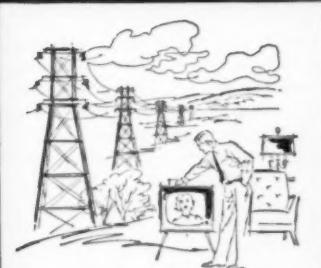
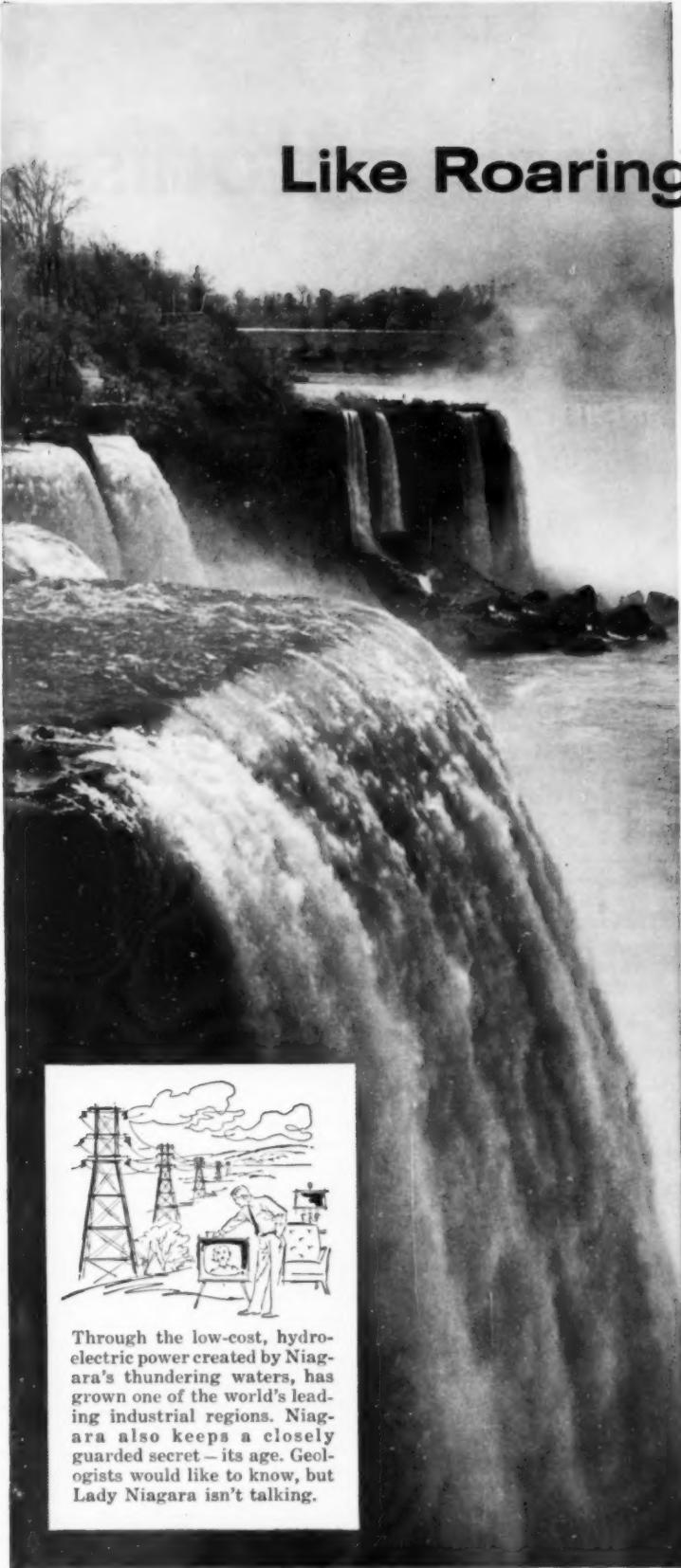
I deny that I slept through that committee meeting; I wrote some sort of night lead, although I can't remember what it said. It was midnight before I got to bed.

I started out with the *United Press International* (still just *UP* then) in Jefferson City. I later became bureau manager there. Covering a state capital by yourself isn't so bad, especially in a town like Jefferson City, where everything is located within a three-block radius.

Covering Tulsa is something else. It's not the capital of Oklahoma, but it sometimes is something akin to its political capital; especially now since the governor is from Tulsa. Tulsa is a city of some 275,000 souls; the "oil capital" of the world. It has two good

(Turn to page 38)

Like Roaring Niagara...



Through the low-cost, hydro-electric power created by Niagara's thundering waters, has grown one of the world's leading industrial regions. Niagara also keeps a closely guarded secret — its age. Geologists would like to know, but Lady Niagara isn't talking.

**there's more to
Cities Service
than meets the eye!**

Viewed by more than 2,000,000 visitors each year, awesome Niagara Falls is more than a scenic place to honeymoon or test your skill with a camera.

Niagara's thundering waters also provide the low-cost, hydro-electric power that has given birth to one of the greatest industrial areas in the world.

In a sense, oil company operations are like that. Millions of people, for example, quickly recognize the Cities Service emblem and the 19,000 stations this emblem identifies. Few, however, ever see its drilling rigs at work, probing four continents for oil . . . and no one ever sees its thousands of miles of pipelines.

These, however, are only part of the modern facilities in which Cities Service has already invested a billion dollars. Caring for tomorrow's even greater needs will require further investment. Thus, just in the last two years, Cities Service spent over \$350 million building for the future.

Only in this way can America be given what she must have for progress — more jobs, more and better petroleum products.



CITIES SERVICE

 OIL'S FIRST CENTURY
—BORN IN FREEDOM
WORKING FOR PROGRESS

THE glamor and excitement are on Capitol Hill and at the White House. But for Washington's daily newspapers, the bread and butter is in the city's burgeoning bedroom suburbs.

The primary function of the three great newspapers serving the nation's capital is covering the Federal Government. The huge out-of-town press corps stationed in Washington expect the three local dailies to cover the sprawling Federal bureaucracy with the same thoroughness that most papers cover their local governments. The Washington papers do just that. Their daily reports on the myriad doings of the National Government are without parallel in American journalism.

But the Washington newspapers have always had split personalities. They are obliged to perform their primary function as chronicles of the Federal establishment, but at the same time must make a living; and to make a living they must obtain mass circulation by exhaustive coverage of purely local news. At one time, this meant merely covering the relatively small District of Columbia, an enclave athwart the Potomac which had been carved out of neighboring Maryland and Virginia when the Founding Fathers laid out the Capital City. Today this local coverage effort requires the three Washington dailies to maintain large staffs in the bedroom communities which have grown up outside the city.

• The Washington metropolitan area has a population of two million people, but only 825,000 of these people live in the city. The rest live in the suburbs, and the Washington papers must attract these suburban readers if they are to obtain the revenue needed to finance their national coverage and to remain economically healthy.

The two standard size newspapers—the morning Washington *Post-Times Herald* and the afternoon Washington *Star*—assign more than a dozen reporters and editors each to cover the suburbs. The afternoon tabloid Washington *Daily News* makes less effort to cover suburbia, but does have several full-time men on the job. Four years ago, the *Star* began publishing a special edition each day which is delivered only in the suburbs and which contains three pages largely devoted to news of the suburban communities. The other two dailies play suburban news through all editions.

• The latest published circulation figures show that the three dailies' cultivation of the bedroom communities has paid off. The *Post* sells 152,613 papers in the city but a whopping

Washington's Bed

By RICHARD J. MALOY

174,005 in the suburbs while the *Star* has 109,706 city circulation and 144,081 in the suburbs. Even the tabloid *Daily News*, whose eye-catching headlines generate heavy downtown street sales, has 63,364 suburban circulation augmenting its 106,687 city circulation.

• The journalistic hopeful who applies for a job on one of the Washington newspapers may have his eyes fixed on the Capitol Hill beat, the White House, or an assignment to cover one of the big Federal agencies. If he lands a job, he's likely to find himself instead assigned to Washington's bedroom. After he gets over the shock, and discovers that all Washington newspapering isn't Presidential press conferences, he probably will consider himself a lucky man. For Washington's bedroom is a lively place, constantly generating newsworthy controversy, and covering suburbia gives the neophyte newsman a chance to show his stuff. Traditionally the Washington papers use their local staffs as a training ground from which to recruit reporterial talent for the national staffs which cover Federal affairs.

The Washington suburbs are almost exclusively peopled with college edu-

cated, high-income, white collar workers, the majority of whom are Federal employees. There are also large numbers of scientists, professional people, trade association executives and others drawn to the area because they do business with Uncle Sam. They live in two large counties on the Maryland side of Washington or in two counties and one city located across the Potomac in Northern Virginia.

The reporter assigned to cover one of Washington's bedroom communities must be a jack of all trades. He is responsible for covering everything that goes on in his community. Only rarely does his paper assign one of its specialists to a suburban story, and as a result the bedroom beat reporter quickly acquires a wide variety of journalistic skills. Here are a few examples:

• All Washingtonians are political animals, because politics touches almost everyone's livelihood. In the vote-less District of Columbia, people can't do much more than talk about their politics. But in the suburbs there are no such restrictions, and politics is played with a vengeance. Slam-bang political campaigns are conducted for seats on county governing bodies and school boards. Voter interest is high, and it is not uncommon for 1,000 people to turn out for a routine candidates' rally. A reporter who has been through several suburban political campaigns emerges with a sound education in political coverage.

• Washington suburbanites are well educated, and they demand good schools for their youngsters. Hardly a week goes by when some kind of a school scrap isn't brewing in one of the bedroom communities. The controversies range from wrangles over the selection of textbooks to fights over inadequate school budgets. Here again, reporters find they have become experts in the field of education after a tour of duty in the suburbs.

The classic problems of zoning, planning, water supply and sewage dis-

BEHIND THE BYLINE

Richard J. Maloy, who is 35, joined the staff of the *Washington Post and Times-Herald* seven years ago and is now state and suburban editor. He was graduated from the University of Michigan in 1939. He has worked as a reporter for the Lorain, Ohio, *Journal*, the Baltimore, Md., *Sun* and the Detroit,

Mich., *Free Press*.



oom Beat

posal which afflict the growing bedroom communities outside of every large American city today also confront the Washington suburbs. The reporter who passed up college political science courses in local government quickly finds himself running back to the textbooks so he can make sense out of these problems for his reader.

• The corps of reporters assigned to cover suburban Washington operate out of press rooms located in the headquarters of the five major governmental units which surround the central city. There's so much going on, however, that there's little chance for pressroom boredom to set in. The reporters generally spend more time away from these pressroom headquarters than they do in them. A typical day for one of the morning paper reporters might go something like this:

Arriving at 10 a.m., he makes a fast check of his beat by phone to pick up any police news which may have broken overnight, then checks into his office by phone where he talks to the suburban editor. They discuss events scheduled for the day in his area and decide which events merit coverage. The editor may pass along some news tips, and if it's a dull day suggest an idea for a feature.

• Then the reporter makes the rounds of his sources in the city—or county government—in search of news. These rounds may require several short trips by car because of the size of the suburban communities. The smallest of these bedroom communities contains 75,000 people and the largest has a population of 350,000 and the government offices are scattered around the community. The reporter may have to look in on a zoning hearing in the morning, and a session of the school board in the afternoon.

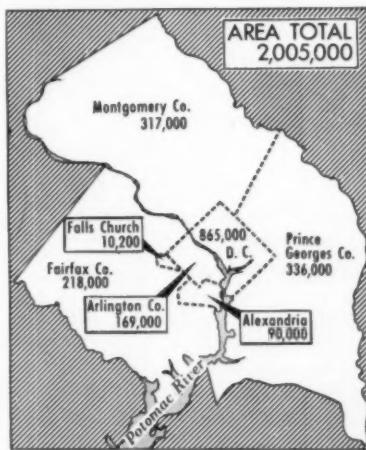
Often he will arrange a luncheon date with a political leader for a fill-in on the latest campaign developments. All this time he's checking with the police and fire departments, and if a



An air view of the Wheaton section of Montgomery County, Md., one of the fast growing suburbs of the national capital. Ten years ago this was mostly farmland.

holdup occurs, or a two-alarm blaze breaks out, he drops everything and races to the scene. He's also in frequent touch with his office, to pick up assignments generated there and to keep his editor advised of upcoming stories which should be placed on the news budget.

• While engaged in this newsgathering effort, he must also find time to



This map shows how suburban communities ringing Washington, D.C., have grown in population until today more people live outside the city than within its limits. This move to the suburbs prompted the three Washington daily newspapers to assign large staffs of reporters to cover these bedroom communities.

write his stories. All of the Washington dailies insist that their local news reporters write their own pieces whenever possible, and have largely discarded the old-fashioned system where a beat reporter feeds his notes to an office rewrite man. The rewrite system is only used on stories which break close to deadline, or on roundup stories originating from several suburban beat reporters. The suburban reporter gets his completed story to his paper by dictating it via phone into a recording device in the office where it is transcribed by copy boys. As deadline nears, stories are dictated directly to the copy boys.

While most of his work deals with coverage of purely local news, the Washington suburban reporter quite frequently finds himself covering a story of national significance. One such story occurred early this year when Virginia lost its long legal battle to stave off school desegregation. The first Virginia community to integrate its schools was the Washington suburb of Arlington, and the reporters covering this story had their pieces picked up by the wire services and transmitted around the world.

President Eisenhower commutes through the Maryland suburbs en route to his Gettysburg, Pa., farm quite frequently, and several times his entourage has tangled with local police who warned drivers about exceeding the speed laws. These stories, originally

(Turn to page 38)



THE 1959 PULITZER PRIZE

for "disinterested and
meritorious
public service . . ."
awarded to
**THE UTICA
NEWSPAPERS**

The Pulitzer Prize judges have conferred journalism's highest honor on the Utica newspapers for their campaign in behalf of good government and civic integrity in the city of Utica, N. Y.

Specifically, the award was given in recognition of a series of articles and editorials that appeared throughout 1958. We are proud and grateful to receive this splendid honor and for the strong and sustaining support of our readers in this effort.

These articles and editorials are part of the vigorous and continuing effort by the Utica newspapers to serve all segments of our community, and to help make it a still better place to live and work.

This is our primary mission and concern.



The Utica (N.Y.) newspapers comprise The Utica Observer-Dispatch (Evening and Sunday) and The Utica Daily Press (Morning).

MEMBERS OF THE GANNETT GROUP OF NEWSPAPERS

THE QUILL for June, 1959



George Rosener, farm broadcaster for radio station KPRC in Houston, Texas, interviews a Texas rancher. Roesner is secretary of National Television and Radio Farm Directors.

Covering The Farm Front

By ELWOOD R. McINTYRE

To cover adequately the astounding farm production picture and its growing investment in science, skill and money takes accurate, trained and dedicated professional journalists. A busy corps of "ag-reporters" and directing editors dig up and deliver the stories of doings in new research and its applied farm use. They keep farmers, equipment suppliers and food consumers well informed.

About seven hundred of these active workers are members of national associations in their respective fields. They work on farm journals, city newspapers with regular farm sections, radio and television farm programs, and the state agricultural college information and editorial services.

More than 90 per cent of these men have farm backgrounds and experience. Many have earned degrees or have taken courses in agricultural journalism. Most maintain fellowship with writers in other lines through membership in Sigma Delta Chi. They recognize and strive to abide by basic and ethical standards of the journalistic profession.

Editors at six Midwestern state agricultural colleges laid the cornerstone of the American Association of Agri-

cultural College Editors at Urbana, Illinois in July 1913. At Madison, Wisconsin the following November, the program committee planned the first formal session, which was held at Lexington, Kentucky in June 1914. Today there are more than four hundred regular, associate and institutional members.

From 1862, when the land-grant colleges were chartered by Congress, to 1914, when the AAACE started, thoughtful deans of these institutions wished for better contacts with farmers. That same topic was discussed at the first session of the new group in 1914: "How important is it for our agricultural colleges to reach the people through the newspapers and the farm journals, using specially prepared material supplementing the regular station bulletins?"

Today this is being done both "wholesale" and "retail"—that is, prepared copy and other aids for regular commercial reporters as well as direct services in all media for farmers and home-makers. For the past forty years their own magazine, *Ace*, has helped tie the scattered college editorial staffs together. Mark Allen of the Michigan State Uni-

versity staff is the present editor. The National Project in Agricultural Communications, located at MSU, is closely linked with the association's professional improvement projects.

With United States Department of Agricultural information workers as full members, the association gives press coverage at land-grant college meetings and at outlook conferences in Washington. Members join in providing press, radio and television services to throngs of writers attending the great International Livestock Exposition and National 4-H Club Congress at Chicago.

O. B. Copeland of North Carolina State College, now AAACE president, points to "an upsurge of communications training at land-grant colleges." He explains: "The Extension Service of these public institutions spent more than a million dollars on training work of this kind for employees in the past five years. Basic courses in oral and written communications are under way. A study last year showed fourteen land-grant colleges had one or more agricultural journalism courses listed. Enrollment in graduate training has climbed. AAACE plans to help raise the professional status of the agricultural writer and give more emphasis to communications research."

Other AAACE officers for 1959 are Ralph L. Reeder, Purdue University, president-elect for 1960; Elton Tait, Pennsylvania State University, vice-president; Margaret M. Whitehair, Michigan State University, secretary-treasurer.

Although the farm periodical press goes back 150 years, it was not until 1921, at Chicago, that the American Agricultural Editors' Association was formed. Secretary of Agriculture Henry C. Wallace and Dr. Tait Butler of *Progressive Farmer*, Memphis, Tennessee, were chief sponsors. Through the years its purpose has been to afford an exchange of ideas and opinions to make the farm press more vital and useful, to promote a better and fuller rural life, as well as to study readability and make-up improvements. This associa-

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BEHIND THE BYLINE

Elwood R. McIntyre, who rounded up the information for this summary review of agricultural journalists and their professional organizations, was editor of the *Wisconsin Agriculturist and Farmer* for twenty-five years and worked for the United States Department of Agriculture for eight years. His home is in Madison, Wisconsin.



Your Friend the Style Book

By ERLING H. ERLANDSON

WILLIAM CULLEN BRYANT, the poet-turned-editor, is generally considered to be the father of the newspaper style book because of his *Index Expurgatorius*, which barred eighty-six words and phrases from the New York *Evening Post* back in the days before the Civil War. On the other hand, Bryant wrote the moving poem "Thanatopsis" and contributed much to our cultural heritage.

Of course, all style books aren't bad. Some actually make quite a bit of sense when taken in small enough doses. But it's doubtful that the average newspaper reader would suffer much if the Army, Navy, Air Force or whoever pushes the next U. S. satellite into the blue yonder stuffed it full of red, blue, purple, and yellow-covered pronunciationes before lighting the fuse.

And it could be that the elimination of style books would emancipate copyreaders and let them take a good look at the stories they edit instead of making them dealers in trivia. Reporters aren't addicted so much to this habit, since they can usually take style or leave it alone.

• Some of the nation's largest and best-edited dailies are actually cranking out the news now without style books. But this is usually a temporary measure lasting only two or three years until the managing editor, the chief copyreader and the publisher's youngest son get together and dream up the usual ten-year revision that too often lags twenty years behind accepted usage.

Roy H. Copperud said in his March 12, 1955 "Editorial Workshop" column in *Editor & Publisher* that after a "perfunctory and haphazard" survey he believes style books aren't necessarily here to stay. Copperud summarized:

"Meditation and prayer have convinced me that the best style is the one which governs least. . . . There may be a high correlation between style-craziness and poor editing in general. The forest is lost sight of by picking through the leaves."

• It may be too much to hope for the outright abolition of style books. The next best thing is probably to try to get them all headed in the same direction toward uniformity, simplicity and brevity.

Today's style books come in a wide assortment of colors, shapes and sizes. There's the hard-covered New York *Times* style book of 102 eye-ruining pages and there's the Louisville *Courier-Journal* and Louisville *Times* style book of nine vest-pocket pages. The Sacramento, Fresno and Modesto *Bees'* style book has a sixteen-page slim Jim format, three inches wide and eight inches deep. The 1958 Chicago *Tribune* style book is a handy spiral-bound edition of 116 3 by 5-inch pages.

The style books that match most nearly in size—and rules—are the *Associated Press* style book of 1953 and the *United Press* style book of 1957, the first style books for those wire associations. Both books measure 5½ by 8½ inches.

It would seem that the logical size

as far as ease of carrying around would be the *Courier-Journal* and *Times* or the *Tribune* style books.

Thanks to the wire services, the modified up-style is becoming fairly standard around the nation. The next step should be to correct the basic faults of most style books of trying to cover too much territory and not generalizing with broad style rules.

• Broad style rules would let the reporter or copyreader concentrate 99 per cent of his effort on the story instead of on style. For example, all it would take to make the *Associated Press* and *United Press International* style on state abbreviations uniform would be to spell out Texas. Then the broadened rule could read: "Abbreviate names of states with six or more letters when used after towns. Spell out states with fewer than six letters."

Of course, the abbreviations should be listed, but at least it wouldn't be necessary for the reporter or copyreader to poke his nose in the style book half a dozen times a shift to try to decipher the rule.

• A similar rule could be written right now for abbreviating months: "Abbreviate names of months with six or more letters when used in specific dates. Spell out months with fewer than six letters."

And why don't style books following that rule point out that all-capital abbreviations don't take periods unless they refer to geographic areas? The poor copyreader may be so wrapped up in style rules that this idea hasn't occurred to him. The *AP* and *UPI* books do point out that lower-case abbreviations usually take periods.

Numbers are undoubtedly the biggest headache in trying to get a uniform style. The Stockton, California, *Record* tried a brave new rule on numbers in 1955 under which figures were to be used for all numbers above one with only a few exceptions. However,

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BEHIND THE BYLINE

Erling H. Erlandson now heads the journalism program at the new San Fernando Valley State College in Northridge, California. He has had almost seven years of newspaper experience and is in his fifth year of college journalism teaching. He has worked on the copy desks of the Louisville *Courier-Journal* and the Los Angeles *Times*. This appraisal of style books was written earlier this year while the author still was at Northwestern University doing advanced graduate work in journalism.

The Book Beat

SDX History

SIGMA DELTA CHI was founded in 1909 by ten young men who felt a need for an honorary society of university students who seriously intended to make newspaper work a career. Fifty years later the fraternity has become a highly respected society, national in scope, and numbering among its some 17,000 members the most noted men in journalism. Its annual awards today are equivalent in stature to the Pulitzer Prizes.

The story of the fraternity is told in "Fifty Years for Freedom" by Charles C. Clayton (Southern Illinois University Press, Carbondale, \$4.50).

Mr. Clayton, past president of the fraternity, and now a journalism educator, omits little in his lively account of the year-by-year growth and activities of Sigma Delta Chi.

Paramount among the fraternity's achievements, Mr. Clayton feels, is its constant work toward the recognition of journalism as a profession, and hence, its members recognized as on a plane with lawyers, clergymen and doctors.

Toward this end the fraternity has established awards for excellence in the fields of reporting and public service, as well as in the field of scholarly research. That it has at least partially succeeded in its goal toward professional recognition, the author writes, is proved by the fraternity's 1958 awards dinner in New York. There, more than 500 persons assembled to hear Sigma Delta Chi's speaker, Mikhail A. Menshikov, Soviet ambassador to the United States.

Granting the fraternity's notable achievements during its first fifty years, the reader, upon completing the book, is struck with the thought that possibly the fraternity has failed where journalists—and newspapers—theirelves frequently fail: in reluctance toward self-criticism.

The fraternity may feel that such criticism is not within its realm; yet, if it is striving toward journalism the profession, rather than journalism the craft, there must be this censure from within.

To date, there has been little, if any, of this self-criticism. However, with Mr. Clayton's book as a sound, factual report of the past fifty years, the fraternity now is provided with an excellent basis on which it can assess its credits and debits.

—ROBERT G. TRAUTMAN

Suburbia Surveyed

ONE out of four Americans now is a suburbanite and Robert C. Wood, a political scientist, has come up with a searching, readable, and sometimes provocative new look at "Suburbia: Its People & Their Politics" (Houghton Mifflin, Boston, \$4). This is a sober and worried book about the great migration to the fringes of our cities, the conflicting problems, desires and needs of this new kind of community.

While other books about the American suburb have stressed the social aspects, this one focuses on suburban political ideology and consequences. The author thinks the big problems of government and public services require the shifting of suburban governments into the hands of a greater metropolis, but doesn't see it about to happen. An assistant professor of political science at Massachusetts Institute of Technology, his views cannot be taken lightly.

The country weekly and big city daily newspaper, along with the other media, have tried to adjust to suburbia. The suburban newspaper itself is doing well in this decade. Journalists, many of whom themselves are citizens of this strange new city-country hybrid community we call the suburb, will want to give this well written book a reading and considerable thought.

—D. WAYNE ROWLAND

California Editor

CALIFORNIA has always glittered as one of the world's most glamorous locales because the Golden State has never lacked writers to tell her story. Probably no other locale is so deeply documented in historical material. In "California Editor" (Westernlore Press, Los Angeles, Calif. \$6.75) Thomas M. Storke tells the story of his own career. He summarized in these words: "I saw my native state grow from the ox cart era to the space age."

His son is now his successor as publisher of California's oldest daily, *The Santa Barbara News-Press*. As a 24-year old descendant of the Spanish Dons, Storke borrowed \$2,000 to buy a dying newspaper on the first day of the first week of the first month of the 20th century. He devoted his life to building the newspaper into what is regarded today as one of the finest newspaper properties in the Golden State.

He served an interim period as U. S. Senator by appointment, which occasioned Columnist Drew Pearson's comment, "Senator Storke accomplished

more for California in eight weeks than most professional politicos accomplish in eight years." He is credited with having been one of the two men who master-minded the late Franklin D. Roosevelt's nomination and election to the Presidency in 1932.

The dying newspaper he bought as a youth is now the only newspaper in his city of 60,000. With its affiliated radio station, KTMS, it employs more than 300 people, and has an annual payroll in excess of \$1,000,000 yearly. His story is an inspiring saga of a career journalist.

—WILLIAM RUTLEDGE III

First Editions

ALL newspapers, and a lot of other people, dream of finding unexpected riches in rare first editions. In "Gold in Your Attic," Van Allen Bradley, literary editor of the Chicago *Daily News* (Fleet Publishing Corporation, New York, \$5.95), tells what books can be cashed in for profit, provides entertaining reading for the book collector and offers a comprehensive list of rare first editions and the going price they command.

Cartoons and Commentary

THE Pulitzer Prize-winning newspaper cartoons since 1922 have been assembled in a work that is both amusing and substantial, titled "The Lines Are Drawn" (J. B. Lippincott Company, Philadelphia, \$4.95).

The author, whose scintillating commentary on the issues behind the cartoons and discussion of the "hot" issues ignored by the winners are worthy of his reputation, is Gerald W. Johnson. A former working newspaper man, journalism professor, and editorial writer for the Baltimore *Sun*, Johnson since 1943 has devoted himself to independent writing. He has written more than twenty books before this one, the most recent being *The Lunatic Fringe*.

Biographical sketches of the men behind the cartoons, and of Joseph Pulitzer, add to the value of this new book as an addition to the literature of journalism.—D. WAYNE ROWLAND

To Improve Your Style

A HELPFUL primer for the student of writing is "Seeing and Writing" by Walker Gibson (Longmans, Green & Company, New York, \$2.25). Now director of Freshman English at New York University, he offers in this book fifteen lessons in good writing, each one illustrated with reading selections. Designed primarily for college use, it should also be a practical "how to do it" book for the beginning reporter.

From Quill Readers

To the Quill:

The last sentence in your lead editorial in the March issue runs like a good many in every editorial and article dealing with journalism, and especially with getting good talent into the field: "We have not stressed [compensations] enough in encouraging the bright young men to consider journalism as a career." Now there is nothing wrong with the sentiment, and, I suppose, its repetition in article after article is a good sign. But I happen to be one of these men—maybe not as bright as some, but brighter than most. And though my dedication to journalism has few bounds, I find it nearly impossible to get a job on a major newspaper. My complaint, therefore, is that the problem is not in selling journalism, or recruiting talent, but rather in opening jobs for those budding journalists who already are sold and recruited. It seems like a superficial distinction for many, but I am sure you can appreciate the subtlety of it.

Newspapers are using the wrong approach to getting men, or are not aware that there are some of us who will take any job at any salary, as long as we get a chance to report, to cover, to dig, to be, in short, journalists. As it is, I'm afraid, I am tempted to return to school, as my two older brothers have done, and get a master's degree, a Ph.D. and go off and teach.

The point, then, is this: You need not really worry about "encouraging bright young men to consider journalism as a career"—what you need to worry about is whether there is any way a bright man, after he's encouraged, can get a job. I think I've tried hard—certainly there have been many long letters and many longer weeks of hoping—but I haven't been successful. And I know of at least a dozen others, who want to be newspapermen, who simply aren't able to get a break; they tried equally hard, were equally unsuccessful.

It isn't money we're looking for; it isn't an editor's job right after graduation; it isn't the desire to lead the paper every week; it isn't getting a better break, or a softer job, than the many who have gone before us. What we are looking for, I think, is the same break you, and your generation, got when you were starting out in the field: a chance to work hard at something you feel is worthwhile, a chance to report to people what goes on or what should be going on, a chance to show your own ability in your own field.

J. KIRK SALE
309 Parkway
Ithaca, N. Y.



GREETINGS

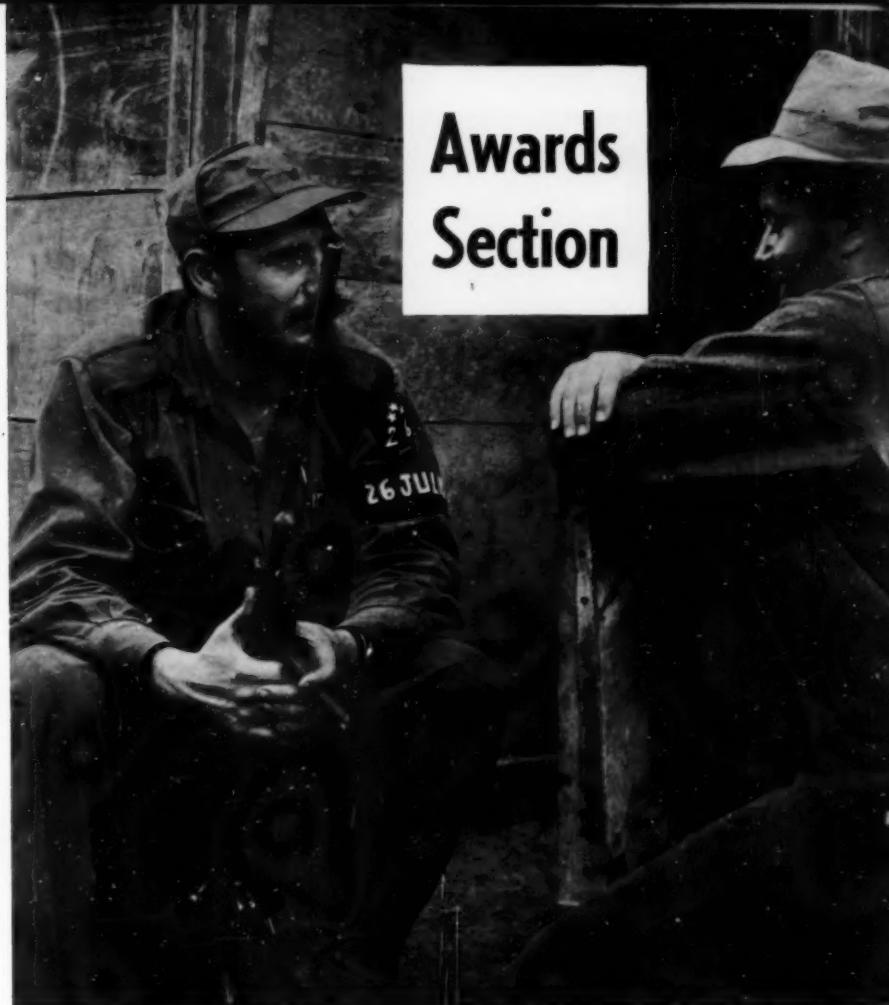
from

Santa Fe Public Relations

George Handzik, Acting Mgr.
Chicago 4, Illinois

Ralph Ater, Amarillo
Bill Burk, Topeka
Paul Cane, San Francisco
Len Cassell, Galveston
Bill Cox, Chicago
George Grader, Chicago
Pat Hill, Albuquerque
Hank O'Leary, Los Angeles
Gil Sweet, Oklahoma City

Sigma Delta Chi Honors Year's Best Journalism



Awards Section

Bearded Fidel Castro, holding his favorite telescopic rifle, talks to Andrew St. George, whose story-telling pictures of the Cuban revolutionary leader's guerillas, when they were still hunted in the hills, won a Sigma Delta Chi award. The picture story was published in *Look* magazine.

NATIONAL recognition which accompanies a citation by Sigma Delta Chi for "distinguished service in journalism" this year goes to ten individual journalists, a newspaper, a magazine, two television stations, and one of the major radio networks.

The national journalistic fraternity's twenty-seventh annual awards were made May 14 by Sigma Delta Chi's National President, James A. Byron, News Director of WBAP AM-FM, Fort Worth, at the annual banquet ceremony at the Ambassador West Hotel in Chicago.

This Annual Awards Section has been compiled and written by D. Wayne Rowland, the Assistant to the Editor of THE QUILL. Now on the journalism faculty at Southern Illinois University, he has been named Chairman of the Department of Journalism at Texas Christian University, effective September 1. He holds the B.J. and M.A. degrees in journalism from the University of Missouri.

● The Awards, with bronze medallions and accompanying plaques for winners, are among the oldest in journalism, having been made annually since 1932.

Sixty-three journalists and distinguished Americans participated in the judging of nominations made by individuals, newspapers, radio and television stations and networks, schools of journalism, civic organizations and members of journalism societies.

● At the head of the list of individual winners this year is Victor Cohn, Minneapolis Tribune science writer, receiving his third Sigma Delta Chi Distinguished Service Award for general reporting. The others were won in 1952 and 1956.

The citation recognized Cohn's "significant and detailed evaluation of the Soviet Union's progress in science" which "gave American readers a new insight into the space and missile phase of the cold war." His stories dealing with a difficult subject were written

in a style that made them readily understandable and yet scientifically accurate and singularly authoritative.

Complete text of citations for Sigma Delta Chi Award winners was published in the Sigma Delta Chi News section of *THE QUILL* for last month.

Cohn, a graduate of the University of Minnesota with honors in journalism, political science and history, also edited the campus newspaper, *Minnesota Daily*. He served in the Navy during World War II. As science reporter for the Minneapolis Tribune since 1946, Cohn has dealt with a wide range of subjects. In 1951 he won a Westinghouse Award and in 1958 the Lasker Award for Medical Journalism.

● Cohn is author of a 1956 book, "1999: Our Hopeful Future." He recently spent five weeks in Russia as the first American science reporter to tour Soviet centers of physical science. He is married and has three children.

The Tampa, Florida, Tribune was



Television Newswriting—Harold R. Meier, assistant news director for KSTP-TV, St. Paul, Minnesota.

cited "for distinguished service in the field of public service in newspaper journalism during 1958." The *Tribune's* campaigns to alleviate the distress of migrant workers in Florida and to eliminate the sweatboxes of the state's penal system "were in the finest journalistic tradition," read the citation. The *Tribune* not only uncovered these injustices, but followed through until definite steps had been taken to correct them. The newspaper itself, once discovering the plight of the migrants, provided them with food, clothing and assistance, and continued such assistance while promoting better housing, sanitation, and schools for them, until a better statewide approach to the whole problem was achieved.

● The SDX Award for public service in magazine journalism went to *Life*, with the series of articles on "Crisis in Education" specifically cited. The issue of education in the United States was an acute one following the Soviet launching of Sputnik in October of 1957, and *Life* reported the subject "in the best of journalistic tradition," according to the citation, its editors and reporters exhibiting "restraint in refraining from making all black or all white" comparisons and evaluation of American and Russian education.

An award for magazine reporting went to John L. Cobbs, Associate Managing Editor of *Business Week* for his "down-to-earth analysis of our educational system" which "hurled a provocative challenge to students, parents and educators alike." The simplicity and commendable objectivity with which he presented a complex subject, and his report's fairness, accuracy and authen-



Editorial Writing—J. D. Maurice, editor of the Charleston, West Virginia Daily Mail.



Washington Correspondence—James Reston, chief of the Washington Bureau, New York Times.

ticity were mentioned in the citation. Cobbs joined *Business Week* in 1942. He is a Phi Beta Kappa graduate of Stanford, class of 1939, earning the M.A. degree there the following year.

● For its brilliant coverage of the tragic fire at Our Lady of the Angels School in Chicago December 1, 1958, the News Department of WBBM-TV, in Chicago, was cited for distinguished service in the field of television report-

ing. The disaster story was reported swiftly, dramatically and tastefully. "The resourceful and imaginative reporting techniques, as well as the skillful and responsible editing of material, were in keeping with the highest professional standards of television journalism," read the citation.

KNXT, in Hollywood, California, was recognized for public service in television journalism, specifically for the station's "penetrating analysis of a controversial issue," demonstrating the "unselfish and public spirited motives of the station" in the presentation of a program dealing with capital punishment, "Thou Shalt Not Kill." The program was objective, effective, and interesting pictorial journalism, and the summation, clearly labeled as the station's opinion, "is a commendable experiment in television editorializing," the citation declared.



Editorial Cartooning—Clifford H. Baldowski, cartoonist for the Atlanta Constitution.

● Distinguished television newswriting earned Harold R. Meier, Assistant News Director of KSTP-TV, St. Paul, Minnesota, one of the coveted Sigma Delta Chi awards. Of his documentary type script, broadcast December 7, 1958, the citation said: "This type of journalism combined with film can really portray a story or situation to the public and let the public be the judge." Meier traveled seven hundred miles during a four-day period and overcame many obstacles to bring to the public the plight of the Standing Rock Indians.

Before joining KSTP-TV in 1953, Meier had been radio news editor at WISN, Milwaukee. In 1954, a KSTP-Radio traffic safety program he wrote and produced, "As We Journey, Let

"Us Live," won a national Alfred P. Sloan award. Among several conspicuous news "beats" scored for KSTP was the dramatic first and only sound-on-film interview with then Air Force Major David P. Simon immediately after his record-making 103,000 feet stratosphere balloon flight in 1957. Meier, thirty-five and single, is a native of St. Paul, studied at the University of Minnesota and Kenyon College, and served four years in the Navy during World War II.

● The descriptive radio reporting of the election of Pope John XXIII for the *Columbia Broadcasting System* and the "consistently high quality of his other reports" placed one of the honors upon Winston Burdett, CBS correspondent in Rome. The citation commends "the lucid style, the command of language, the scope of expression and the obvious authority which characterizes the vocal reporting of Mr. Burdett and which epitomizes the finest qualities in the unique art of radio reporting."

Burdett covers the Middle East from the Mediterranean capital. He was born in Buffalo, New York, in 1913 and was graduated from Harvard in 1933. He was a reporter for the Brooklyn Eagle before becoming a foreign correspondent in World War II. He joined CBS in 1942, and during the war covered Moscow, Cairo, India, North Africa, Ankara, Paris, the Balkans and the Mediterranean. He also has covered Washington, New York and the United Nations. For a time he

was Scandinavian correspondent for *Transradio*. Recently he has toured much of the Middle East.

● A Sigma Delta Chi citation for distinguished service in the field of public service in radio journalism went to the *Columbia Broadcasting System*, which during a year of criticism of the role of news in a broadcast media "produced major evidence that responsible journalism in broadcasting maintains a foothold against the inroads of 'modern' radio's plethora of insignificance." The Unit One Project of the Public Affairs Department of CBS News, in its penetrating investigation of juvenile delinquency, "Who Killed Michael Farmer," was given special mention by judges and recommended as a guide for broadcasters.

For distinguished service in the field of research about journalism, the Sigma Delta Chi award for 1958 was made to Dr. L. John Martin for his book, "International Propaganda." His scholarly account of legal and diplomatic controls on international propaganda was cited as "a distinct service to journalism." The book is comprehensive in its history of international propaganda activities and its account of propaganda agencies of the United States, Great Britain and the Soviet Union.

● Dr. Martin was born in Budapest and was a newspaperman for some years in the Middle East, serving papers in Palestine, Iraq and Egypt. In this country he has worked for the Minneapolis Tribune, Rochester, New York *Democrat and Chronicle*, and the Detroit Free Press. He has taught at the Universities of Minnesota, Oregon and Nebraska. Since September, 1958, he has been professor of journalism and director of research in the School of Communications at the University of Florida.

For distinguished service and performance as a Washington correspondent, Sigma Delta Chi judges voted an award to James Reston, Chief of the Washington Bureau of the New York Times. His correspondence was described as "consistently of high quality in both the reporting of hard news and in interpretation of the news." The citation recognized Reston as an able reporter, who "draws upon a wide experience and background for his news analysis, which simplify the complex and place today's event into its historical perspective." Reston's ability to write a sound interpretation of the news as it breaks and his general excellence in day-to-day performance were cited.

Born in Scotland in 1909, Reston came to this country a year later, then returned to Scotland in 1914 for al-



Magazine Reporting—John L. Cobbs, associate managing editor of *Business Week*.



Radio Reporting—Winston Burdett, Rome correspondent for *Columbia Broadcasting System*.

most seven years. In 1932 he was graduated at the University of Illinois and became press agent for the Cincinnati Reds. In 1934 he covered sports for the *Associated Press* and did a New York column. In 1937 AP sent him to London, where he covered sports in summer and the Foreign Office in winter. He joined the New York Times staff in London in 1939, alternatingly covering assignments there and in Washington. He has been reporting Washington regularly since 1945. He has scored many an exclusive story for Times readers and has twice won the Pulitzer Prize, in 1945 and 1957. He is a Fellow of Sigma Delta Chi, elected by the National Convention in 1952.

J. D. Maurice, editor of the Charleston, West Virginia, *Daily Mail*, was awarded one of the Sigma Delta Chi honors for distinguished service in the



Foreign Correspondence—John Strohm, author-editor and syndicated reporter for Newspaper Enterprise Association.

field of editorial writing. Specifically he was cited for his courage and forthrightness in opposing and winning his battle to defeat the setting up of a municipal censorship board and a municipal board of review to decide what motion pictures, books, pamphlets, magazines and other publications would be distributed in Charleston.

● Said the citation, in part: "Showing a clear insight into the basic question of police authority versus the rights of the individual, Mr. Maurice lifted the question from the realm of prejudice and clearly revealed it as another of those mistaken moves toward censorship and thought control. In so doing, he has performed a local service and also a national service which experience proves must be performed over and over again."

Maurice has been with the *Daily Mail* since 1939. A native West Virginian, he was educated in public schools and holds a degree in journalism from Marshall College. He served with the Navy from 1942 until 1945. He is married and has two children.

● Judges singled out John Strohm for an award for distinguished service in the field of foreign correspondence, for his dispatches on Red China, syndicated by the Newspaper Enterprise Association Service, Inc. Strohm was the first authorized American newsman to get behind the Bamboo Curtain and inside Red China. "Despite a constantly threatening political environ-

ment," said the citation, "he observed and reported with ingenuity and a high measure of completeness." The judges pointed to that major journalistic exploit, accomplished at the height of the Quemoy crisis, as "an outstanding contribution to public information."

● Author-editor Strohm first saw China in 1937 during a year of free-lance world roving just a year after graduation with honors from the University of Illinois. Since, he has logged sixty-nine countries, including two trips to Russia. Currently he is editor of *Ford Almanac*; president of Agricultural Publisher, Inc., and a contributor to *Reader's Digest* and other magazines. He has been a consultant to Secretary of Agriculture Benson. At forty-six, and father of six children, his single purpose is expressed in the title of his 1947 book on Russia, "Just Tell the Truth."

Andrew St. George, who was early to recognize one of the year's top news events and arranged to join Castro's guerrillas while they were still hunted in the hills, and who reported "a trigger-happy civil war . . . in the best tradition of American journalism," was given an award for distinguished service in the field of news pictures, for his *Look Magazine* picture story on the Castro revolution. Judges recognized his success "in producing perceptive and technically excellent photographs under difficult and hazardous conditions," but also his demonstrated "ability as a modern photojournalist in integrating his story-telling pictures with story-telling words."

St. George, thirty-five year old freelance reporter-photographer, was born Andrew Szentgyorgyi, in Budapest, Hungary and attended Pazmany Peter

University in his native city. While a student he worked as a foreign news reporter for the liberal afternoon daily *Esti Kurir* in 1943. With the coming of German forces the paper was banned and its editorial staff placed on the Gestapo blacklist.

In hiding, St. George joined the anti-Nazi resistance, was arrested by German security agents and was in jail until Soviet troops encircled and occupied Budapest in early 1945. After a brief stint as assistant foreign news editor on the daily *Kis Ujsag*, he took a position in the legal department of the United States Military Mission in Hungary and ended up an intelligence analyst stationed in Austria. In 1952 he came to America to study comparative literature and journalism at Columbia University.

● Since 1954 his free-lance articles and picture stories have appeared in the *New York Times*, *Look*, *Life*, *Pageant*, and numerous other publications in this and other countries. His photographs of the Cuban civil war have appeared in dozens of periodicals. One picture was chosen by *United Press International* as one of the twelve best news pictures of 1958, and earlier this year he won the Overseas Press Club award for "best still photographic reporting from abroad during 1958." He is married, has a son, and lives in Mount Vernon, New York.

A cartoon captioned "What Comes After the Schools Are Closed?" won the distinguished service award in the field of editorial cartooning for Clifford H. Baldowski of the Atlanta *Constitution*. Judges who picked the winner said the cartoon "was excellent and concerned a subject of wide significance. The point was sound and fair. The graphic, stark effect of the depilation of the town was well portrayed, leaving an impact that could not have been realized without excellent draftsmanship."

● Baldowski, forty-one, was born in Augusta, Georgia. He attended Richmond Academy, Augusta Junior College, The Citadel, and Arts Students League in New York. His father was the former advertising manager of the *Augusta Herald*. Clifford Baldowski joined the staff of the *Augusta Chronicle* in 1946, when released from the Army Air Corps, and helped defeat the notorious Cracker Party political machine of Augusta. He joined the Atlanta *Constitution* in 1950. Many of his cartoons have been printed abroad and a special collection has been bound in the Library of Congress, at its request. His cartoons run seven days a week on the *Constitution's* editorial page. He is married and has four children.



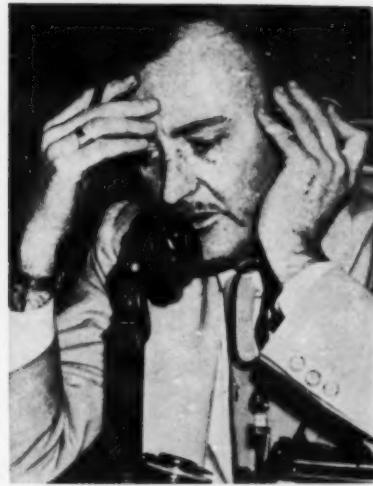
General Reporting—Victor Cohn, Science writer, Minneapolis Tribune.



Cartoon: William H. Mauldin, St. Louis *Post-Dispatch*.



Editorial Writing: Ralph McGill, Atlanta *Constitution*.



International Reporting: Joseph Martin (with Philip Santora), New York *Daily News*.

Eight Newsmen Win 1959 Pulitzer Awards

FROM five hundred fifty six nominations from the field of journalism, a morning-evening newspaper combination and eight individuals have been awarded Pulitzer Prizes for outstanding professional performance in 1958. The awards were announced May 4.

The Utica, New York, *Observer-Dispatch* and the Utica *Daily Press* received a gold medal "for disinterested and meritorious public service" during 1958. The papers campaigned successfully against corruption, gambling and vice in their home city and achieved sweeping civic reforms in the face of political pressure and threats of violence.

"By their stalwart leadership of the forces of good government, these newspapers upheld the best traditions of a free press," the citation read.

These newspapers, two of the New York newspapers in the Gannett Group, in spite of official opposition, including an attempt to levy a 5 per cent tax on newspaper advertising and deliberate withholding of news by members of the city administration, inspired the major reforms that won nation-wide attention.

Held up as a distinguished example of good local reporting under the pressure of edition time, Miss Mary Lou Werner of the Washington, D. C., *Evening Star*, received the coveted Pulitzer Prize honor and \$1,000, as did other individual winners. Miss Werner's comprehensive year-long coverage of the integration crisis in Virginia, "which demonstrated admirable qualities of accuracy, speed and the ability to interpret the news under deadline pressure in the course of a difficult and taxing assignment," was praised by the Pulitzer judges.

● Miss Werner applied for work at the *Star* fifteen years ago because she wanted a job near the end of the bus line that ran from her mother's home in Alexandria, Virginia, to Washington. She responded to a *Star* ad in which the paper sought an accountant. She had studied mathematics in high school and at The University of Maryland. That job was filled, but the *Star* made her a copy girl, which was her entrance into journalism.

Miss Werner jumped to reporter in 1947, covering Alexandria. Next she became a political writer and covered

the Legislature in Richmond. It was natural that she should inherit the school integration crisis when it broke.

● John Harold Brislin of the Scranton, Pennsylvania, *Tribune* and the *Scrantonian* ranked with the winners for a distinguished example of local reporting, but where the pressure of edition time was not a factor. His effective four-year campaign to halt labor violence in Scranton, as a result of which ten corrupt union officials were sent to jail and a local union was moved to clean out racketeering elements, was pointed to as a display of courage, initiative and resourcefulness.

Brislin, 47-year-old member of a newspaper family and for six years president of the Middle Atlantic District Council of the American Newspaper Guild, was born in Wilkes-Barre, Pennsylvania.

● Brislin attended the University of Scranton and Pennsylvania State University, and began newspaper work as a copy boy on the *Times*, later moving to the *Tribune* and *Scrantonian*.

Singled out as the outstanding example of national affairs reporting was Howard Van Smith of the Miami, Flor-



This dramatic picture, captioned "Too Late—The Doctor Walked Away," is the Pulitzer Prize winning example of outstanding news photography, by William Seaman of the Minneapolis Star. The picture tells the whole story.

ida, *News*, for a series of articles that focused public notice on deplorable conditions in a Florida migrant labor camp. The result was the provision of generous assistance for the four thousand stranded workers in the camp and attention called to the national problem presented by 1,500,000 migratory laborers.

Smith, cited also by Sigma Delta Chi for the same outstanding piece of reporting, is forty-eight, was born in San Francisco, and now lives in Miami with his wife and four sons. He was educated at Franklin Union College in Boston, served on the staffs of the *New York Times* and the Macon, Georgia, *News*, and for twelve years was Sunday editor of the *Miami News*.

● An exclusive series of articles, disclosing the brutality of the Batista government in Cuba long before its downfall and forecasting the triumph of the revolutionary party led by Fidel Castro, placed Joseph Martin and Philip Santora of the New York *Daily News* among Pulitzer winners. Theirs was described as "a distinguished example of reporting of international affairs."

The two veteran reporters broke their exclusive ten article series in April, 1958, at a time when General

Fulgencio Batista was generally considered to be a firm but benevolent Cuban dictator.

Santora, forty seven and Manhattan-born, has been a working New York newspaperman for nearly a quarter of a century, from copy boy to city editor, and for eighteen years was on the *New York Mirror* before joining the *News* as a special feature writer.

Martin, a forty-five year old New Yorker, became a newspaperman almost by accident after quitting high school in Queens during the depression. While searching for a job as a laborer he sent in tips to John Chapman, the drama critic, who then was writing a column. Chapman got the youngster his start on the *News* as a \$15-a-week copy boy. He became a reporter in 1934, covering police and general assignments until he entered the Army Air Corps in 1943.

● After discharge, Martin began working on several stories that brought him national attention. He broke a building racket on Long Island that had defrauded hundreds of ex-GIs. He flew to the Orient and brought home a Chinese war orphan, Ann Chisari, to be reunited with Frank Chisari, the American GI who had adopted her. With

City Editor Harry Nichols, he drafted an open letter last April that led to the surrender of a doctor wanted for the slaying of a Brooklyn nurse.

Ralph McGill, editor of the Atlanta, Georgia, *Constitution*, received a Pulitzer Prize for distinguished editorial writing during the year, with judging based on clearness of style, moral purpose, sound reasoning and power to influence public opinion. These qualities were exemplified in McGill's page one editorial, "One Church, One School . . ." in particular, according to the citation, but his "long, courageous and effective editorial leadership" also was recognized.

● The editorial article was published in the *Constitution* on October 13, and later was carried by more than one hundred other newspapers. It called the bombing of The Temple, a synagogue in Atlanta, and a high school in Clinton, Tennessee, the work of "rabid, mad dog minds," and went on:

"Let us face the facts. This is the harvest. It is the crop of things sown. It is the harvest of defiance of courts and the encouragement of citizens to defy law on the part of many Southern politicians. . . .

"You do not preach and encourage hatred for the Negro and hope to restrict it to that field. It is an old, old story. It is one repeated over and over again in history. When the wolves of hate are loosed on one people, then no one is safe. . . ."

The editorial, in effect, is a statement of McGill's liberal philosophy and his faith in the South. The sixty-one year old editor, one of the South's leading figures for many years, has traveled widely and spoken with cour-



Local Reporting on Edition Time:
Mary Lou Werner, Washington Evening Star.

age and forthrightness both in this country and abroad on major issues. He is celebrating his thirtieth anniversary on the *Constitution* this year.

McGill was born February 5, 1898 in East Tennessee on a farm half-way between the small towns of Soddy and Daisy. After being graduated from McCallie Prep School in Chattanooga, he attended Vanderbilt University, played guard on the football team, and then went off to World War I. He ended up as a captain in the Marines.

• He worked on the Nashville *Banner* during his college years and became sports editor there in 1923. In 1929 he joined the *Constitution* in Atlanta as assistant sports editor. He became sports editor in 1931, executive editor in 1939 and editor in chief in 1942.

The cartoon, "I Won the Nobel Prize for Literature—What was your crime?" earned the Pulitzer honor for William H. (Bill) Mauldin of the St. Louis *Post-Dispatch*.

Published on October 30, the cartoon, a graphic commentary on the Boris Pasternak incident, was recognized as embodying an idea made clearly apparent, well drawn and strikingly effective pictorially, and in the public interest. In addition to the specific cartoon, Mauldin's work throughout 1958 was taken into account in the judging. It is his second Pulitzer award, his first having come to him in 1945 for his World War II cartoons.

Mauldin, 37, was born in Mountain Park, New Mexico. He attended public schools in New Mexico and Arizona and studied at the Chicago Academy of Fine Arts. From September 1940 to June 1945 he served in the Forty-Fifth Division. While overseas, his car-

toons of two GI characters, "Willie" and "Joe," became a popular feature of the Army newspaper, *Stars and Stripes*. The cartoonist-soldier was decorated with the Purple Heart and the Legion of Merit for his part in the campaigns in Sicily, Italy, France and Germany.

• After the war Mauldin did the syndicated "Willie and Joe" cartoons, turned to free-lance writing, and briefly was the editorial cartoonist of the now-defunct *New York Star*. In April, 1958, he joined the St. Louis *Post-Dispatch* as successor to D. R. Fitzpatrick, who retired.

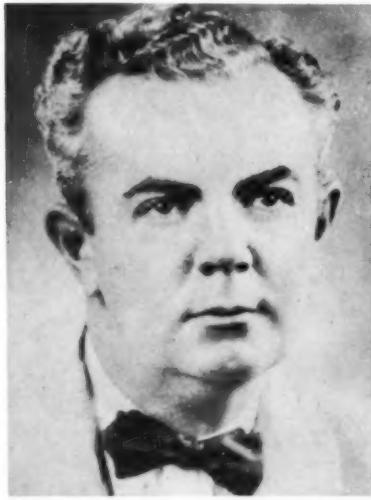
The outstanding example of news photography, Pulitzer judges determined, was the dramatic photograph of the sudden death of a child in the street, by William Seaman of the Minneapolis *Star*. The prize-winning picture needs no words to tell what happened. It shows a tiny body under a blanket at a city street corner, an overturned toy wagon, a policeman making a record in his notebook, an ambulance doctor walking away. The caption on the picture, published on page one of the Minneapolis *Tribune* May 17, 1958, was "Too Late—The Doctor Walked Away."

• Seaman is assigned to the staff of the Minneapolis *Star*, although his picture was published in the *Tribune*. Both are Cowles newspapers.

The photographer came upon the poignant street scene during a routine picture assignment. He made no attempt to pose anybody or anything. The child victim was Ralph Leonard Fossum, nine years old, hit by an auto while pulling his toy wagon along a Minneapolis street.

Seaman, thirty four, was born at Grand Island, Nebraska. He was a commercial photographer before joining the Minneapolis *Star-Tribune*. He has won other awards from the National Press Photographers Association and the Inland Daily Press Association. He is married and lives in a Minneapolis suburb, St. Louis Park.

• The Pulitzer Prizes, including awards in letters, drama and music, as well as journalism, were endowed by the first Joseph Pulitzer, founder of the St. Louis *Post-Dispatch* and the old *New York World*, and of the Pulitzer Graduate School of Journalism of Columbia University. Winners in the various categories have been named annually since 1917. Selections are made by judges, the Pulitzer Prize Advisory Board, and Columbia University trustees. The presentations this year were made by Columbia President Grayson Kirk.



Local Reporting: John Harold Brislin, Scranton Tribune and Scrantonian.



News Photography: William Seaman, Minneapolis Star.



National Reporting: Howard Van Smith, Miami News.



International Reporting: Philip Santora (with Joseph Martin), New York Daily News.



Chet Huntley, left, and David Brinkley, of "The Huntley-Brinkley Report" on NBC, which received the Peabody award for best television news reporting.

PRESENTATION of George Foster Peabody Memorial Awards April 7 to winners in fifteen categories of competition gave high recognition for distinguished achievement and meritorious public service by television and radio during 1958.

The presentations, made at a luncheon meeting of the Radio and Television Executives Society of New York in the Grand Ballroom of the Hotel Roosevelt, were announced by Peabody Board Chairman Bennett Cerf and presented by Dean John E. Drewry of the University of Georgia's Henry W. Grady School of Journalism, which, with the Peabody Board, administers the awards.

Entries were submitted by individual stations, networks, radio-TV editors of newspapers and magazines, listener groups, and other individuals and organizations. The Peabody Awards have been made annually for nineteen years.

Latest winner of the award for television news was a team, Chet Huntley and David Brinkley, and their National Broadcasting Company news program, "The Huntley-Brinkley Report." They were cited for having developed during the past two years "a mature and intelligent treatment of the news that has become a welcome and refreshing institution for millions of viewers."

In the field of local radio news, station WNEW, New York, won a Peabody award "for its fast and enterprising local coverage of news, its taped on-the-spot interviews which frequently scoop both press and radio, and its policy of interrupting all programs for important news features." The recognition of WNEW also extended to Martin Weldon, director of news and special events for the station.

Peabody Awards Cite Distinguished Performances In Radio-TV Journalism

The American Broadcasting Company's "College News Conference" was selected by Peabody judges as being the top television program for youth.

The citation read: "At a time when a small fraction of the younger generation is making bad headlines, it is comforting and stimulating to have 'College News Conference' give our alert and thoughtful young Americans an opportunity to speak with world leaders. It also serves the unique diplomatic function of displaying a vital young America to the representatives of foreign countries."

An outstanding example of factual story reporting by television, a study of American doctors who care for the sick and abandoned in the far corners of the world, without hope of gain or favor, won Peabody recognition as television's best contribution to international understanding during 1958. The program, "M.D. International," appeared on the National Broadcasting Company's "March of Medicine."

The American Broadcasting Company's "Easy as ABC," special series produced in cooperation with the United Nations Economic, Scientific and Cultural Organization, was chosen for a Peabody award "in recognition of its outstanding contribution to public comprehension of the pioneering by UNESCO in the fields of education; for excellency of concept; and for illuminating with brilliant techniques UNESCO's work in promoting international understanding through radio."

Judges chose to cite the Columbia Broadcasting System as most deserving

of a Peabody honor for public service by television. Special recognition went to CBS President Frank Stanton, with credit also to Producers Les Midgley and Av Westin "for CBS special news reports such as 'The Ruble War,' 'Where We Stand,' 'Arab Tide—Prologue to the Summit,' 'Face of Red China,' and a series on the Middle East, with commendation to Don Hewett." Several of these reports were issued when the news was "still white hot" and they were "a significant contribution to public understanding of very important issues."

The Peabody award recognizing the outstanding public service by radio went to the "The Hidden Revolution" series on CBS at the request of the sponsor, Nationwide Insurance, "to create a public awareness of the urgency involved in the complex problems of man in modern technological society."



Martin Weldon, Director of News and Special Events for WNEW Radio, New York, accepted the Peabody Award, for radio news, which recognized both the station and Weldon.



Miguel Angel Quevedo



Father Jesus Hernandez



Emilio A. Vidaurreta



Eduardo Cardenes

Cabot Medals Recognize Four Latin American Journalists

FOUR men outstanding in Western Hemisphere journalism have been honored for "advancement of international friendship in the Americas" as recipients of Maria Moors Cabot gold medals.

Presentation of these individual prizes and accompanying silver plaques for the organizations represented by the medalists was made November 5 at Columbia University, the twentieth such event, by Columbia President Grayson Kirk. Medalists were presented to Dr. Kirk by Dean Edward W. Barrett, dean of the University's Graduate School of Journalism. Principal address at the convocation was delivered by Jose Antonio Mora, Secretary-General of the Organization of American States.

For the first time a Cabot prize was awarded a representative of radio and television. It went to Emilio Azcarraze Vidaurreta, who founded radio station XEW in Mexico City, "the voice of Latin America," in 1930. The station has become a showcase for Latin-American culture and entertainment. In 1951, he headed enterprises that built and equipped a television center in Mexico City and founded Televisistema Mexicano, Mexico's chief television network. He was one of the founders and a former president of the Inter-American Association of Broadcasters, an organization that promotes freedom of speech on the air.

- In recognition of a distinguished career devoted to supplying a broad stream of information to the peoples of all of the Americas, Eduardo Cardenes, who edits the most widely read magazine in the Spanish language, was awarded a Cabot prize. He is editor of

Selecciones del Reader's Digest, Spanish edition of *Reader's Digest*.

Cardenas began his career in journalism as a boy, working after-school hours setting type for his father's crusading newspaper in his native Popayan, Colombia. He came to the United States in 1924 and, with his brothers Carlos and Jorge, founded the *Pan American News Service*, later succeeded by *Editors Press Service*. In 1940 he went to the *Reader's Digest* to direct the new Spanish-language edition of the magazine. In 1943 he was appointed editor of all the *Digest's* international editions, but has retained editorship of *Selecciones*.

- Also singled out for a Cabot medal was Father Jesus Hernandez Chapellin, editor-in-chief of *La Religion*, of Caracas, Venezuela, a Roman Catholic daily that aided the revolt in that country in January of 1958.

Father Chapellin was one of the leading churchmen involved in the overthrow of Venezuelan President Marcos Perez Jimenez. He became editor of the 65-year-old *La Religion* in March, 1957, after a journalistic and teaching career in the archdiocese of Coro, Venezuela, and service as assistant editor of *La Religion*.

Under Father Chapellin's direction, *La Religion* campaigned against Perez Jimenez, publishing the church's criticisms of social ills under the regime. When a premature revolt flared in January, 1958, the editor was arrested on personal order of the president. After his release, he and his paper continued to assist plans for the revolt later in the month. When it succeeded, he worked in the new government, serving on the new Supreme Electoral Council. In the months since, the weight of

La Religion has been thrown against the threat of Communist infiltration.

- Another Cabot prize went to Miguel Angel Quevedo, editor of *Bohemia*, of Havana, Cuba, a news and opinion magazine noted for its opposition to totalitarianism. Quevedo has been a leader in Latin-American liberalism since 1927 when, at age eighteen, he assumed the editorship of *Bohemia*, which was founded by his father. Under his direction the magazine grew from a distinguished literary review into a pioneering journal of news and opinion circulated internationally.

In the early 1930's, Quevedo's magazine attacked Cuban President Gerardo Machado, then suspended publication rather than submit to censorship. Attempts later in the 1930's by President Fulgencio Batista to intimidate him failed. Meanwhile, *Bohemia's* opposition was directed outside of Cuba—at the regimes of Hitler, Mussolini, Franco, and a number of rulers in Latin America. At the same time, the magazine has served as a forum for the writings of democratic leaders in the hemisphere. Quevedo has received the Medal of King George VI from Great Britain, in recognition of his efforts during World War II, and the Mergenthaler Award of the Inter American Press Association for "his repeated defense of the freedom of the press."

- Including this year's awards, recognition through Maria Moors Cabot honors will have been accorded to fifty newspapers, three magazines, four press services, the Inter American Press Association and the Pan American Union, and eighty-four journalists in twenty American republics and Puerto Rico, Canada, and Jamaica.

Journalism Prize Winners For Past Year Listed

Information about awards in journalism and the names of winners announced between June, 1958, and June, 1959, are presented here. Save this copy of THE QUILL as a handy guide to journalistic competitions and achievement awards.

Aviation Reporting

Outstanding reporting of the story of United States commercial air transport is recognized by annual awards in the Trans World Airlines Aviation Writing and Picture Competition and the Strebigs-Dobben Memorial Award. Winners receive a plaque and \$100. A sweepstakes winner in each of five classes gets an additional \$100 and a rotating trophy is held by his publication or sponsor. The Strebigs-Dobben Award, consisting of \$250, a plaque and rotating trophy, goes to the person "contributing most to public understanding of commercial aviation." Latest named winners, sweepstakes winners listed first in each division, were:

Newspapers, Open Class: Air Travel Reporting—William W. Yates, Chicago Tribune; Aviation News Reporting—William J. Normyle, Milwaukee Journal; Editorial—Kenneth Fox, Kansas City Star.

Newspapers, Selective Class: Aviation News Reporting—Delbert D. Eaves, Amarillo News and Globe-Times; Air Travel Reporting—W. Earl Hall, Mason City, Iowa, Globe-Gazette.

Technical Class: Business & Financial—William V. Henzey, American Aviation; Travel Development—Brenton Welling Jr., Business Week; Operations & Engineering—Anthony Vandyk, American Aviation.

Magazine Class: Travel—Richard Joseph, Esquire; Personality—Ray McCarthy, Pictorial Living, Chicago American; Aviation Development—Ben Kocivar, Look.

Photography Class: Newspapers over 75,000 circulation—Paul Krause, Springfield, Mass., Republican; Newspapers 75,000 circulation or less—James Enking, Beloit, Wisc., Daily News; General Interest or Sunday Newspaper Magazines—Arthur L. Witman, St. Louis Post-Dispatch.

Strebigs-Dobben Award: Richard Witkin, Aviation Editor, The New York Times.

Ayer Cup

Excellence in typography, make-up and printing wins for a newspaper each year the Ayer Cup, offered by N. W. Ayer & Son, Inc., Philadelphia. Honorable mentions are made in three circulation classes

and for outstanding tabloid format. Results of the 29th annual contest, announced April 23:

Best for excellence in typography, make-up and printing: The Goshen, Indiana, News, winner of the Ayer Cup. This newspaper of about 8,000 circulation won the same award in 1957.

First Honorable Mention, for newspapers of more than 50,000 circulation, New York Times, winner of the Ayer Cup six times before. The New York Herald Tribune, nine times a Cup winner, won Second Honorable Mention. The Atlanta Constitution was awarded Third Honorable Mention in this large circulation class. Total entries in the class were 156.

Among newspapers of 10,000 to 50,000 circulation, largest class in the contest with 361 entries, Honorable Mentions were awarded, in order, to the Iron Mountain, Michigan, News; the Rutland, Vermont, Herald; and the Ithaca, New York, Journal.

Newspapers of less than 10,000 circulation, First Honorable Mention went to Valley News of Lebanon, New Hampshire. The Westerly, Rhode Island, Sun was Second Honorable Mention, the Stevens Point, Wisconsin, Daily Journal, third. This class had 314 entries.

The Middletown Daily Record, of Middletown, New York, won the Honorable Mention for tabloids in a class of 17.

Bowater Awards

The Bowater Awards for Journalism, three prizes of \$1,000 each to be made annually, are sponsored by the Bowater newsprint organization of Canada. The custodian of the awards is the Parliamentary Press Gallery, Ottawa. The awards cite "outstanding endeavors, and so help and inspire a high level of Canadian journalism." The third annual awards to winners were made in August 1958. The winners:

Jack Scott, columnist and feature writer on the Vancouver Sun, first prize in the social section, for a series of articles on French Canada.

Michael Barkway, Ottawa correspondent for the Financial Post, first prize in the economic section, for his penetrating study of Canada's foreign trade, reported in a series of articles in his publication.

A new third award, for reporting on Commonwealth and international affairs, has been announced.

The first award in the 1958 Bowater contests for Canadian journalists, just announced, was to Fernand Levesque and Jacques DeLisle, who co-authored a series of thirteen articles on Metropolitan Gov-



Fernand Levesque Jacques DeLisle

ernment for the City of Montreal, in *La Presse*, Canada's leading French-language daily and largest circulation paper.

They will split the \$1,000 first-place award in the social and cultural section. The prizes are bestowed at a dinner next October 16 at Ottawa. Both men have been top French-language journalists for years. Their analysis of the metropolitan system of government, already in operation in Toronto, is sure to be credited with great influence if Montreal adopts the method, which seems likely.

Second place went to G. E. Mortimore of the *Daily Colonist* of Victoria, British Columbia, for a mammoth series of fifty-three articles on the life and position of the Indian in the Canadian social structure. He will receive a silver salver.

First prize in the economic and business section went to Thomas Kent, brilliant

The Goshen News of Goshen, Indiana, won the Ayer Cup for the second time in three years as the best looking newspaper in the 29th Annual Newspaper Contest. There were 849 entries, ranging from eight and nine column editions to tabloids. All were judged on the basis of their March 17 issue, St. Patrick's Day. Shown here is *The News'* front page and the Ayer Cup.



young editor of the Winnipeg *Free Press*, for an eleven part series analyzing the controversial Gordon Report, findings of a Royal Commission on Canada's economic prospects. Kent came to the *Free Press* from the Manchester *Guardian*.

Second place in this section again went to Muriel Snider, thirty-year-old financial feature writer for the Toronto *Globe and Mail*, for seven articles on Canada's marine industries. She was runner-up last year with a comprehensive review of Canada's energy resources.

Beck Awards

Edward Scott Beck awards are made annually by the Beck Foundation, in memory of the former managing editor of the Chicago Tribune. The awards, with a \$500 cash prize to each winner, were made at the fifth annual Tribune editorial dinner December 7, 1958. The winners:

Wayne Thomis, Tribune aviation editor, for a series of stories outlining development of defense against missile carrying submarines; George Bliss, Tribune labor editor and veteran police reporter, and Sandy Smith, police reporter, by whose combined effort the paper scored a beat on the confession of a 13-year-old boy to the fatal shooting of a schoolmate; Edward Feeney, Tribune sports photographer, for a sequence of action pictures made at the sixth world series game.

Better Understanding

Awards and citations are given annually by the English-Speaking Union of the United States, 16 E. 69th St., New York, "in recognition of sincere and continuing effort to achieve better understanding between the peoples of the United States and those of the British Commonwealth of Nations." Winners named October 8, 1958:

Awards: Larry LeSueur, CBS, Radio and TV; Fort Knox Broadcasting Corporation, Station WSAC; and Gladys Webster of Philadelphia Radio Station WCAU.

Citations: Robert Hartmann, Washington Bureau Chief, Los Angeles Times; James Monroe of Station KCMO-TV, Kansas City; Ralph N. Walling of the Philadelphia Evening Bulletin; Barry Gray of WMCA New York and Mutual Network.

Blakeslee Awards

The American Heart Association sponsors the annual Howard L. Blakeslee awards for distinguished reporting of advances in the field of heart and blood ves-

sel disorders. The 1958 awards, each carrying a \$500 honorarium, were won by:

Eugene J. Taylor, for a series of articles in The New York Times explaining the nature and effects of strokes; Lee Geist, for his article in Business Week Magazine which surveyed the attitudes of business and the medical profession regarding employment of cardiacs; "Hemo the Magnificent," Bell System Science Series television film illustrating the function of the heart and circulation of blood; and "Stroke," live television program of the "Medical Horizons" series which showed how stroke victims can be helped by early rehabilitation.

Brotherhood

The National Conference of Christians and Jews makes annual awards to media as recognition of contributions to public service by helping to develop greater understanding among all Americans to offset hate and prejudice. Recognized this year, during National Brotherhood Week Feb. 15-22 were:

Cartoons: Lou Grant, Oakland (Calif.) Tribune, unprecedented third consecutive year winner, for 16 cartoons urging respect for civil rights.

Motion pictures: "The Defiant Ones." Newspaper editorials: Des Moines Register and Tribune "for its attempts to promote better understanding among different faiths, races, and nationalities" and "continually stressing the respect, dignity and worth of all individuals."

Newspaper articles: North Carolina Catholic, Raleigh, N. C., story by Avis Gallagher, "Greensboro Firm Explodes Myth," telling how a plant manager solved intergroup prejudices.

Books: non-fiction—"The Southern Heritage" by James McBride Dabbs, cited as a "reasoned plea for an end to violence and acceptance of a future for the South which benefits all its citizens of both colors."

Magazine editorials: Maryknoll Magazine, three editorials by the Rev. Albert J. Nevin which made "intelligent appeals for giving more than mere lip service to the concept of the brotherhood of man under the fatherhood of God."

Magazine articles: Look, for series entitled, "The Story of Religions in America"; Redbook, for article by Carl T. Rowen which "skillfully details and captures what goes on in the hearts of Negro parents who decide to be first to enroll their children in a southern white school."

Television: CBS Playhouse 90 for "A Town Has Turned to Dust," written by Rod Serling and showing how prejudice, bigotry and fear are self-destructive forces degrading both the bigoted and his victim; WBZ-TV Boston for a series, "A Profile of Prejudice"; and "The Danny Thomas Show," Feb. 17, 1958, for showing that the United States "owes its very lifeblood to men of all races and creeds, no matter how humble their origin."

Photographs: The Firemen Magazine, Boston, for picture showing the fire fight-



GEORGE N. ALLEN
Heywood Broun Award Winner

er's dedication to saving children from fire, regardless of race or creed.

Advertising campaigns: Batten, Barton, Durstine & Osborn, Inc., for cooperation with observance of Brotherhood Week and a national study of Brotherhood Week by its research department.

Heywood Broun Award

The American Newspaper Guild, Philip Murray Building, 1126 16th St. N. W., Washington 6, D. C., makes a single \$500 award annually for outstanding news reporting. The competition is open to any newsman in the United States or Canada, regardless of Guild affiliation.

Winner of the 1958 Heywood Broun Memorial Award: George N. Allen, New York World-Telegram & Sun reporter who became an undercover teacher to obtain first-hand information about school conditions in a "tough" section of New York City. Allen was the unanimous choice of the judges, for his series reporting the results of his on-the-scene investigations as a "member of the faculty" of a junior high school where staff members had been cowed by young hoodlums in the student body, discipline was almost nonexistent, and effective teaching next to impossible. There were 71 entries submitted to the judges.

Honorable mention: John Kay Adams, Chicago Sun-Times, for a series of articles on problems arising with the explosive development of the suburban town of Skokie; Jerry Candela, Erie, Pa., Times, for stories exposing fraudulent voting and leading to reform of voting procedures; and Al Ostrow of the Cleveland Press, for articles calling attention to inadequate care in Ohio's mental hospitals.

Special mention: J. Harold Brislin, Scranton, Pa., Tribune and the Scrantonian, for his work over a period of years in

exposing violence in the building trades and by teamsters' union officials. His stories culminated in 1958 in the conviction of some offenders and their removal from union offices by rank-and-file members.

Canadian Awards

The tenth annual Canadian National Newspaper Awards, covering work done in 1958, presented \$400 and a certificate in each of eight categories. The awards, announced March 13, are administered by the Toronto Men's Press Club, Box 309, Postal Station A, Toronto. The winners:

Editorial writing: Gerard Filion, Montreal *LeDevoir* (won same award in 1951). **Spot news reporting:** Halifax Bureau of the Canadian Press for its coverage of the Springhill mine disaster in which 75 miners died (first to go to a group, rather than an individual).

Feature writing: G. E. Mortimore, Victoria Colonist, for a series on Canada's Indians. **Staff corresponding:** Andrew MacFarlane, Toronto Telegram, for articles from Cuba.

Spot news photography: Robertson Cochrane, London Free Press, for picture of a fight between teenagers and a policeman. **Feature photography:** Ron Layton, Toronto Telegram, for a picture of a small Brownie kicking a larger Girl Guide at an inspection. **Cartooning:** Raoul Hunter, Quebec *LeSoleil*, for cartoon on Quebec's turnover to the Progressive Conservatives in the 1958 election. **Sports writing:** Scott Young, Toronto Globe and Mail.

Special citation for spot news reporting: Ed Cosgrove, New Westminster, B. C., Columbian, for his coverage of the second narrows bridge collapse at Vancouver last June.

Hillman Foundation

The Sidney Hillman Foundation gives yearly prizes of \$500 apiece for work on themes relating to civil liberties, representative government, trade union development, and similar issues. Howard D. Samuel, executive director of the foundation at 15 Union Square West, New York, is administrator. The 1958 winners are:

Book: John Kenneth Galbraith for "The Affluent Society." **Magazine article:** Harvey Swados, for "Myth of the Powerful Worker" in *The Nation*. **Editorial:** Harry and Gretchen Billings, for their editorials on civil liberties and public welfare in the weekly, *The People's Voice*, Helena, Montana; and Ralph McGill, for his editorial columns defending the public school system in the daily *Atlanta Constitution*. **Television:** Irving Gitlin for his supervision of CBS Unit One, particularly the programs "Who Killed Michael Farmer" and "POW—A Study in Survival."

Lovejoy Award

To recognize courage in weekly journalism, the Elijah Parrish Lovejoy award, given annually by Southern Illinois University, was established in 1956. The third annual award was made during the National Conference of Weekly Newspaper Editors on the SIU campus at Carbondale, Illinois, last July to:

J. Wilcox Dunn, crusading weekly newspaper editor of the Princess Anne Free Press at Virginia Beach, Va., "For courage in journalism." Dunn established his paper seven years ago to oppose a political machine. His outspoken editorial policies have resulted in threats, beatings and libel suits.

Pulitzer Prizes

The Pulitzer prizes are awarded annually for work in journalism and letters published during the previous year. Set up by the late Joseph Pulitzer, publisher of the New York World and the St. Louis Post-Dispatch, they have been made for forty-three years. Individual journalists cited get \$1,000 each. Newspapers get medals.

Nominations, addressed to the Advisory Board on the Pulitzer Prizes, Columbia University, New York, are screened by juries whose recommendations are considered by the board. Final selections are subject to approval by university trustees.

Current journalistic winners, announced May 4, are:

For meritorious public service: Utica, N. Y., *Observer-Dispatch* and *Daily Press*. **Local reporting (edition time):** Mary Lou

Werner of the *Washington Evening Star*. **Local reporting (no edition time):** John Harold Brislin, Scranton, Pa., *Tribune* and *Scrantonian*. **National reporting:** Howard Van Smith, Miami, Fla., *News*. **International reporting:** Joseph Martin and Philip Santora, *New York Daily News*. **Editorial writing:** Ralph McGill, *Atlanta Constitution*. **Cartoons:** William H. (Bill) Mauldin, *St. Louis Post-Dispatch*. **News photography:** William Seaman, *Minneapolis Star*.

Maria Moors Cabot

The Maria Moors Cabot awards, made November 5, 1958 by Columbia University, are given annually to journalists for achievement "in advancement of international friendship in the Americas." The awards symbolized in gold medals, went to:

Emilio Azcarraga Vidaurreta, president and director of Cadena Radiodifusora Mexicana, which operates radio station XEW, Mexico City, and president of Teleistema Mexicano, Mexico's chief TV network; Eduardo Cardenas, editor of *Selecciones del Reader's Digest*, Spanish edition of *Reader's Digest*, Pleasantville, New York; Father Jesus Hernandez Chapellin, editor-in-chief of *La Religion de Caracas*, Venezuela, Roman Catholic daily; and Miguel Angel Quevedo, editor of *Bohemia* of Havana, Cuba, a news and opinion magazine.

Kappa Tau Alpha

The Kappa Tau Alpha Award for the best book of original and independent research in journalism, published during 1958:

Arthur M. Schlesinger, professor emeritus of history of Harvard University, for his book, "Prelude to Independence: The Newspaper War Against Britain."

Peabody Awards

The George Foster Peabody citations are made by the Henry W. Grady School of Journalism, Athens, Ga., and a national advisory board. The 1958 awards, in the news and education fields, recognizing distinguished achievement by television and radio:

Television—news: "NBC News—The Huntley-Brinkley Report"; dramatic entertainment: "Playhouse 90," CBS; musical entertainment: "Lincoln Presents Leonard Bernstein and the New York Philharmonic," CBS; entertainment with humor: "The Steve Allen Show," NBC.

Television education: "Continental Classroom," NBC; programs for youth: "College News Conference," ABC; pro-



J. WILCOX DUNN
Lovejoy Award Winner



John Daly, right, ABC Vice President in charge of news and special events, accepts a Peabody award on behalf of "Easy as ABC," for outstanding radio contribution to international understanding, from Dean John E. Drewry of the Henry W. Grady School of Journalism, University of Georgia.

grams for children: "The Blue Fairy," WGN-TV, Chicago.

Television contribution to international understanding: "M.D. International," NBC; public service: CBS-TV; writing: James Costigan and "Little Moon of Alban" (Hallmark Hall of Fame), NBC; special awards: "An Evening With Fred Astaire," NBC, and Orson Welles and "Fountain of Youth," Colgate Theatre, NBC.

Radio—news, WNEW, New York City; public service, "The Hidden Revolution," CBS; education, "Standard School Broadcast," Standard Oil Company of California; contribution to international understanding, "Easy as ABC," ABC-UNESCO.

Scripps-Howard Ernie Pyle Memorial Awards

A bronze plaque and \$1,000 goes to the young man whose writing and reporting is judged "most nearly exemplifying the style and craftsmanship" of Ernie Pyle, the great World War II reporter and human interest columnist. Winner for 1958, announced January 8:

Don Dedera, Arizona Republic, Phoenix, Arizona.

Overseas Press Club

The Overseas Press Club of America, Inc., 35 East 39 Street, New York, presented the following annual awards March 28, for excellence in foreign correspondence in 1958:

Press reporting from abroad: Bob Considine, Hearst Headline Service, for his coverage of the death of Pope Pius XII and the election and coronation of Pope John XXIII. Citations to A. M. Rosenthal, New York Times, and John Strohm, News paper Enterprise Association.

Radio or television reporting from abroad: Winston Burdett, CBS, because his "reporting during 1958 was one prize-

Book on foreign affairs: John Gunther for "Inside Russia Today." Citations to Alexander Campbell for "The Heart of India" and Edgar Snow for "Journey to the Beginning."

The Robert Capa Award for superlative photography requiring exceptional courage and enterprise abroad: Paul Bruck, CBS, for "superlative motion picture photography achieved despite the difficulties of shooting his story while under fire during the Lebanon street fighting." Winner receives plaque and gold medal.

The George Polk Memorial Award for best reporting requiring exceptional courage and enterprise abroad: Joseph Taylor, UPI, for the great risks he took while covering overthrow of Venezuelan government of Marcos Perez Jiminez. Winner receives plaque and \$500.

Alfred I. duPont Awards

A commentator and two radio or television stations are annually singled out for "meritorious service to the American people" by the Alfred I. duPont Radio and Television Foundation. The 1958 awards—a plaque and \$1,000 for each winner—were made March 30. The foundation headquarters are at Washington and Lee University, Lexington, Va. Winners were:

David Brinkley, NBC commentator, on Huntley-Brinkley News Report, "for exemplifying the best qualities of broadcast commentary," his "devotion to accuracy and truth," and for "an inquiring mind sensitive to both the elusive fact and the background that illuminates its meaning."

Station KLZ-TV, Denver, the large station award, and station WSNY, Schenectady, New York. The Denver station is the first to win a second duPont Award, the first in 1948.

Three CBS News correspondents—Winston Burdett (Rome), Howard K. Smith (Washington), and Daniel Schorr—on "Prologue to the Summit: The Arab Tide" July 30, 1958. This and other special CBS news reports earned the Peabody award for television public service for the Columbia Broadcasting System. Bennett Cerf, Peabody chairman, called this the most important of the awards, at the presentation.





Irwin Vladimir



Dorothy Roe



Millard Cope



John Colt



Everett Norlander



Henry LaCossitt

Missouri Awards

The 1959 Missouri Honor Awards for Distinguished Service in Journalism were made May 8 to ten alumni of the University of Missouri School of Journalism in recognition of exceptional contributions. The thirtieth annual presentation was a feature of the annual Journalism Week at the University of Missouri, with Dr. Earl F. English, dean of the School of Journalism, presiding:

It was the first time that the awards were confined to alumni of the Missouri School of Journalism and was the largest number of awards given in one year.



Elmer Lower



Lewis Roop

Both deviations from custom were in observance of the school's 50th Anniversary.

Medalists were: John W. Colt, managing editor of the Kansas City Star; Millard Cope of Marshall, Tex., president and publisher of the Marshall News-Messenger and chairman of the board of the Southern Newspaper Publishers Association; Morris E. Jacobs of Omaha, Nebr., president of Bozell & Jacobs Advertising Company; Henry La Cossitt of New York, freelance writer; George R. Lamade of Williamsport, Pa., president and general manager of Grit magazine.

Elmer Lower of New York, director of operations of Columbia Broadcasting News; Everett Norlander, managing editor of the Chicago Daily News; Miss Dorothy Roe of New York, women's editor of Associated Press; Lewis W. Roop of De Soto, Mo., editor and publisher of the De Soto Press and the Jefferson Republic; and Irwin A. Vladimir of New York, chairman of the board of Gotham-Vladimir Advertising, Inc.

a coin in the parking meter where a horse and buggy were parked, titled "Paradise Lost." William Ewald, UPI, consistently outstanding radio and television column writing, "Television in Review" column. Lawrence Finnegan, Salt Lake City Deseret News, best spot news picture for dramatic picture of drowning victim being lifted from the water.

Guy Friddell, Richmond, Virginia, News Leader, generally excellent feature writing by an individual, open to both newspapers and syndicates. Karl Hubenthal, Los Angeles Examiner, outstanding cartoonist of 1958. James McAllister, Daily Independent, Indianapolis, N. C., for general excellence in feature writing and photography as a reporter-photographer (less than 25,000 circulation). For consistently comprehensive coverage of local, national, and foreign affairs: Minneapolis Star and Tribune.

National Press Club, Washington, D. C., for its 50th Anniversary Book, "Shrdlu." Newsweek Magazine and Osborn Elliott and Kermit Larson, best news feature in magazine in "Mortal Challenge," a comparison of Soviet and West's Assets and Weaknesses. Crosby S. Noyes, Washington, D. C., Star, for outstanding coverage of a major foreign news story, "The De Gaulle Story."

St Louis Globe Democrat and Ted Schafers and Louis M. Kohlmeier, for outstanding public service in "What's Wrecking the Railroads?" series. Chester L. Smith, Pittsburgh, Pa., Press, for consistently outstanding sports column writing. Station KOMO and KOMO-TV, Seattle, Wash., for extraordinary effort by a local station in covering Washington U. crew in foreign competition.

Station KMOX-TV, St. Louis, Mo., public service by a TV station in "Eye on St. Louis" and "Close-Up." Station WJJD and Dick Elliott, Chicago, Ill., consistently outstanding local radio news coverage as exemplified by reporting Chicago School Fire. Station WPTR, Albany, N. Y., public service by a radio station in its news and editorial campaign to keep Naval Supply Station in area.

Station WTAE and Herbert Morrison, Pittsburgh, Pa., consistently outstanding local TV coverage on news events. Station WWDC, Washington, D. C., for consistently outstanding radio editorials. Worcester Evening Gazette, Worcester, Mass., consistently outstanding editorial page.

National Headliners



Morris Jacobs



George Lamade

The National Headliners Club, Atlantic City, N. J., an organization formed 24 years ago by the Press Club of Atlantic City and comprised of former Headliner prize winners, earlier this year made twenty-four Headliner Silver Medallion Awards for journalistic achievement. The winners:

Everett S. Allen, New Bedford, Mass., Standard Times (50,000 to 100,000 circulation) for 13-part series "Sea Battle 1958-Key to Survival." Otello Bighini, United Press International photographer, Rome, Italy, for best sports action picture, an attendant flying through the air after being hit by a racing car.

Mrs. June Johnson Caldwell, Arizona Daily Star, Tucson, for her column "Surprise Package" (25,000 to 50,000 circulation). CBS News and Paul Bruck, for film report on street fighting in Lebanon for network television category. Stan Delaplane, San Francisco Chronicle and McNaught Syndicate, "Stan Delaplane's Postcard," feature column writing.

Gene Dennis, Bryan, Texas, Daily Eagle, feature division, picture of a man putting

Mergenthaler Awards

Each year outstanding Latin American journalists are honored with Mergenthaler Awards by the Inter-American Press Association. The awards pay tribute to the Latin American publication and newspapermen who have contributed most to their communities and to freedom of the press. Five awards of \$500 each go to individual journalists; a sixth prize, a bronze plaque, honors the publication which has distinguished itself. The 1958 winners were:

In behalf of freedom of the press: Gabriel Cano, El Espectador, Bogota, Colombia. Public service in articles or columns: Alejandro Miro Quesada, El Comercio, Lima, Peru. Public service in news stories: Victor Gutierrez Salmador, El Dia, Montevideo, Uruguay. Outstanding work by a cartoonist: Rafael Freyre, Excelsior, Mexico. D. F. Outstanding work by a photographer: Jose Agraz Solans, Avance, La Habana, Cuba. Bronze plaque for distinguished service to the public by a newspaper: La Religion, Caracas, Venezuela.

Look All-Sports Photo Contest

Cash prizes totaling \$1,150 are presented each year by Look Magazine in competition open to press photographers for quality reporting in the field of sports. A grand prize of \$250 is presented for the best picture, with nine other prizes of \$100 each. These ten winners also receive plaques. Thirty honorable mention award winners receive scrolls. This year's winners:

Winfield I. Parks Jr., Providence Journal Company and free-lance, grand prize winner, "Columbia Under Heavy Seas."

First prize winners: Charles B. Carey, Boston Globe; Claude A. Brown, Rochester Times-Union; Ernest Sisto, New York Times; Richmond Crawford Jr., Richmond Times Dispatch; Art Rogers, Los Angeles Times; Bill Manning, UPI Boston Bureau; Alan L. Deneau, Detroit News; Charles Hoff, New York Daily News; Otello Bighini, UPI New York Bureau.

Political Science

Six journalists and eight political scientists were winners of the 1958-59 Congressional Fellowships sponsored by the American Political Science Association. The annual awards, supported by funds from the Ford Foundation and the Stern Family of New Orleans, give promising young college teachers of political science and journalism the opportunity to learn about the legislative process firsthand by working on staffs of Senators, Representatives, and Congressional committees in Washington.

Journalist winners: ArDee Ames, New

York Times; James Reichley, Pottsville, Pennsylvania, Republican; Arthur D. Underwood, UPI Chicago; Eddie N. Williams, Atlanta Daily World; Thomas H. Wilson, The Denver Post; Wardell V. Winslow, Palo Alto, California, Times.

George Polk Memorial

New Yorkers share the annual George Polk memorial plaques for distinguished achievement in journalism which are administered by Long Island University, 385 Flatbush Ave., Brooklyn 1, N. Y. The winners, cited for outstanding achievements in 1958:

Foreign Reporting: Chet Huntley and Reuven Frank, NBC-TV News, for: The Argentine Crisis (part one).

National Reporting: Richard L. Strout, Washington Correspondent, Christian Science Monitor, for: Interpretative News Reports from Washington.

Local Reporting: William Haddad, Reporter, New York Post, for: News Stories on Slum Conditions in New York City and Corruption in the Buildings Department.

Community Service: Brooklyn Heights Press, weekly newspaper.

News Photography: Paul Schutzer, Life Magazine, for: Photo-Report on Vice President Nixon in Venezuela.

Television Reporting: Gabe Pressman, for: Visual News Coverage of New York Metropolitan Area, Station WRCA-TV, New York.

Radio Reporting: Jay McMullen, Writer-Producer for: "Who Killed Michael Farmer?" Public Affairs Department, CBS News.

Magazine Reporting: Marya Mannes, for: Critical Comments on Radio and Television, The Reporter Magazine, New York.

Special Awards: William O. Douglas, Associate Justice of the U. S. Supreme Court, for: "The Right of the People," book; Samuel G. Blackman, for: Service as Bureau Chief, New York City, Associated Press; and Walter Sullivan, Reporter, The New York Times, for: Coverage of the International Geophysical Year.

Sigma Delta Chi

Sigma Delta Chi awards for distinguished service in American journalism cover fifteen categories of newspaper, magazine, radio and television journalism. Both individuals and organizations are honored.

Bronze medallions and certificates are awarded at an annual dinner. Winners were announced April 17 for work done in 1958. Nominations for this year should be sent to Victor E. Bluedorn, Executive Director, Sigma Delta Chi, 35 East Wacker Drive, Chicago, by February 1, 1960. Current winners are:

PRESS—General Reporting: Victor Cohn, Minneapolis Tribune. Editorial Writing: J. D. Maurice, Charlestown, West Vir-



L. John Martin, professor of journalism at the University of Florida, Sigma Delta Chi Award winner for research about journalism.

ginia, Daily Mail. Washington Correspondence: James Reston, Chief of Washington Bureau, New York Times. Foreign Correspondence: John Strohm, NEA Service, New York City. News Picture: Andrew St. George, freelance photographer, Look magazine. Editorial Cartooning: Clifford H. Baldowski, Atlanta, Georgia, Constitution. Public Service in Newspaper Journalism: The Tampa, Florida, Tribune.

MAGAZINES—Reporting: John L. Cobbs, Business Week. Public Service: Life Magazine.

RADIO—Reporting: Winston Burdett, CBS. Public Service: Columbia Broadcasting System.

TELEVISION—Newswriting: Harold R. Meier, KSTP-TV, St. Paul. Reporting: WBBM-TV News Department, Chicago. Public Service: KNXT, Hollywood, Calif.

RESEARCH—Research About Journalism: L. John Martin, Professor of Journalism, University of Florida, Gainesville.

Rodgers Awards

The Ted V. Rodgers Journalism Awards recognize contributions to improvement of highways and their use and better understanding of highway transportation problems. Sponsored by Trailmobile, Inc., they are administered through the American Trucking Associations Foundation, Inc. First place winners in three categories are awarded plaques and \$1,500 each, and each names a college or university to receive companion awards of \$500. Second and third place winners receive \$700 and \$300. Winners for 1958:

First place winners: Frank Magnin, editor of Dove Creek, Colorado, Press; Verne

Williams, for his feature stories as a staff member of the Miami Daily News; and George Koether, for his articles in Look magazine.

Universities named by the first place winners for the companion awards were the University of Michigan, the University of Minnesota, and the University of Missouri.

Safety Story Contest

Nine cash prizes totaling \$2,700 and 20 merit citations were announced October 16 in the third Newspaper Safety Story Competition sponsored by American Trucking Associations, Inc., New York City. The 1958 winners:

Editorial: Harry Taylor, Detroit Times, \$500 first prize (third place in 1955 for a series); Albert J. Pinder, Grinnell, Iowa, Herald-Register, \$300 second prize; Robert D. Barnes, Great Falls, Montana, Leader, \$100 third prize.

Series of stories: Walter Froehlich, Buffalo Courier-Express, first; Mike Morgan, Miami, Florida, Herald, second; Robert A. Caro, New Brunswick, New York, Daily Home News, third.

Single story: James Baker, Richmond News Leader, first; Gloria L. Negri, New Bedford, Massachusetts, Standard-Times, second (first woman to win a cash prize in the four years of the award); Alan McConaghay, Minneapolis, Minnesota, Tribune, third.

Merit citations: Series—A. Kent MacDougall, Passaic-Clifton, New Jersey, Herald-News; James R. Reid, Memphis, Tennessee, Press-Sentinel; Esther Clark, Phoenix, Arizona, Gazette; Joseph C. Ingraham, New York Times; Bill Ellis, Tulsa, Oklahoma, World; John Hopkins, Fort Lauderdale, Florida, Daily News; Joy Reese Shaw, Miami Herald. Single story—Robert J. Serling, United Press International; Bill Jacobs, Buffalo, New York, Evening News; Alex Corliss, Chattanooga, Tennessee, Times; Al Nakkula, Rocky Mountain News, Denver, Colorado; Roger Miller, Bloomington, Illinois, Daily Pantograph; Frank Bristol, Los Angeles Times; H. S. Bonney Jr., Jackson, Mississippi, Daily News. Editorial—Urban M. Allen, Honolulu Star-Bulletin; Milton H. Booth, Arkansas Valley Journal, LaJunta, Colorado; William E. Scrivo, Daily Journal, Glen Ellyn-Wheaton, Illinois; Ernest Rogers, Atlanta Journal; Robert M. White II, Mexico, Missouri, Evening Ledger; D. J. Zerbe, Augusta, Kansas Daily Gazette; Charles L. Ward, Durant, Oklahoma, Daily Democrat; Gilbert Hill, Oklahoma City Times.

Farm Front—

(Continued from page 17)

tion has promoted rural delivery of mail, federal savings and war bond sales, farm safety and fire prevention, cornhusking and plowing matches, master farmer selections, soil conser-

vation, livestock health, and forest prepaid advertising.

AAEA grants honors each year to famous leaders in farm welfare, beginning twelve years ago with the late Liberty Hyde Bailey of Cornell. The association has 135 active, ninety-two associate and ten honorary members. Full membership includes editors and staff men on publications for farm, livestock, poultry, truck crops, farm cooperatives with publications of national circulation, and rural leadership and farm youth publications. To be eligible, magazines must have predominantly farm circulation and accept

Estimated circulation represented in the association exceeds twenty million. There is some duplication, since many farmers take several general and specialized journals in this class. Home editors of farm papers have formed the National Farm Home Editors Association, not affiliated with AAEA.

AAEA officers are Donald Scott Watson, *New England Homestead*, Springfield, Massachusetts, president; Harold Florea, Watt Publishing Company, Mount Morris, Illinois, vice-president; and James Thomson, managing editor of *Prairie Farmer*, Chicago, secretary-treasurer.

Farm broadcasting is as old as radio itself. Frank Mullen, Iowa State College journalism graduate and then editor of *Stockman and Farmer*, made the first regular farm broadcast over KDKA at Pittsburgh in 1922. He later became an executive of the National Broadcasting Company. Farm broadcasting has since expanded to hundreds of programs daily by radio and television farm directors, who organized in May 1944 at the Institute for Education by Radio, at Columbus, Ohio. Fewer than fifty members were in the charter group, naming Larry Haeg, WCCO, Minneapolis, first president, and Herb Plambeck, WHO, Des Moines, first secretary—now the society historian. Plambeck, a war correspondent in 1942-45 with an army citation, has accompanied farm tours to South America and Russia and has more than forty state, national and international awards.

Another leader in the early days of the group, Phil Alampi, was with a New York station before becoming director of agriculture in New Jersey.

The United States Department of Agriculture sends its package TV features and photos to 160 stations, and there are 448 stations that get the Radio Farm Directors letter, according to Layne Beatty, radio and television service in the USDA Office of Information. The National Association of Television and Radio Farm Directors—TRFD—has about three hundred voting members plus almost half that many associates or complimentary members. The organization bestowed meritorious awards to national figures for agricultural service.

Stations able to do TV programs in color find that farm scenes and products are "naturals" for this work. Others use video tape to help get material on the air, like radio workers have done with audio tape recorders. Two special meetings are held each year, in addition to the annual meeting at Chicago during the stock show. The agricultural broadcasters group sponsors "farm broadcasting day" the first Saturday in February. Better understanding between rural and urban people and between broadcasters and management, as well as closer relations with advertising agencies catering to the farm field are promoted.

TRFD president is Maynard Speece, WCCO, Minneapolis, a graduate of the University of Minnesota, a former county agent, seed analyst, director of radio for the University station KUOM, and USDA Office of Information staffer. Besides twenty-six regular farm broadcasts weekly, Speece and Jim Hill, his associate, speak at many local meetings. He has won the Advertising Club award as the best farm broadcaster in the Twin Cities.

Wally Erickson, farm and ranch spokesman at KFRE, Fresno, California, is vice-president. George Roesner, KPRC, Houston, Texas, new secretary-treasurer, heads a two-man department and travels seventy thousand miles a year in his duties.

A fourth agricultural journalism group is the Newspaper Farm Editors' Association. It has seventy-eight members in the United States and five in Canada. Membership is restricted to farm writers on newspapers where agricultural sections are regularly maintained. A few papers issue tabloid-type monthly farm inserts as extra features.

Farm writers on newspapers in rural areas and several in large cities met in 1951 during the Chicago livestock exposition and 4-H assembly and launched the new group.

The organization publishes a monthly newsletter, a duty for the president's attention. Annual meetings are held on the Sunday preceding the International Livestock Exposition. Each May members travel to Washington, D. C. to get latest scientific and economic information. They interview Department of Agriculture authorities, members of Congress, and sometimes the President.

Officers of NFEA are James Colby, Davenport, Iowa, *Democrat*, president; Jack Putnam, Tulsa, Oklahoma, *World*, vice-president, and Robert Bjorklund, Wisconsin State Journal, Madison, secretary-treasurer.

America's Story—

(Continued from page 10)

The re-made edition is translated into the language of the country and with photographic copy is returned to the Manila RPC, where it is reproduced. The eleven language editions of *Free World* go back to the posts ready for circulation.

Free World is not, of course, the only magazine USIA publishes for the Asian area. There are magazines for women, children, students. Some seven magazines, in fact, are regularly produced by the Manila RPC. In a typical month of 1958, total copies printed were approximately 898,000. They appeared in eleven languages.

All in all, the USIA publishes for overseas circulation forty-eight different magazines in twenty-four languages. Only one, the Russian language *America Illustrated*, is printed exclusively in the United States. The editions of *Problems of Communism*, privately considered by USIA its chief "egghead" publication, prepared for both Europe and Latin America are, also, printed in the United States. Negatives are sent to the Manila RPC for reproduction and circulation in the Far East.

The English editions of several of the Agency's most widely circulated pamphlets have been printed in the United States, including *Atomic Power for Peace*, used in connection with the "Atoms-for-Peace" campaign. The pamphlet has appeared in thirty-eight languages and circulation, already over eight million, is still going up. The RPCs took care of language editions for their areas.

● If facilities are available, posts even in Asia or the Middle East may decide to have an item, perhaps even a periodical, printed locally. *American Miscellany*, the Agency's English-Indonesian language magazine, is printed in Djakarta at a completely modern, well equipped, offset publishing plant. In South America as well as in Europe the Agency relies almost exclusively on the local printing industry.

There are emergencies when the posts themselves produce an item. When the Explorer orbited, the public affairs officer in Korat, Thailand, a city of 60,000 people, got the news Sunday morning over the Voice of America. He and his staff, of course, were not at the office. He knew, however, that Korat had been impressed by the Sputniks and disturbed when the U.S. Vanguard blew up. The PAO wanted the people to have the news of the Explorer as quickly as possible. He

and his staff put together a leaflet giving the facts and ran 20,000 copies off on the office mimeograph machine. A helicopter was borrowed from the city's police force and the leaflets were taken aloft and scattered over the city. That night all Korat knew the United States had an earth satellite in orbit.

Again, when the Killian committee report, *Introduction to Astronautics*, appeared (USIA refers to it as the *Space Primer*) the full text was sent to all posts with the suggestion that it might make a good pamphlet. The posts went to work on it. USIA-Cairo ran off 100,000 copies in Arabic and 7,000 in English on office machinery. Havana had a sixteen-page pamphlet, profusely illustrated, printed locally and within a week had it in circulation throughout the island. Two of Havana's newspapers reproduced it in full. London had 25,000 copies printed as an insert in a book on the International Geophysical Year.

● The over-all budget of the USIA is at present something over \$98 million. The estimated Soviet budget for printed material to be used outside the communist orbit is \$110 million. And this does not include, of course, the magazines, newspapers and other material published and circulated by the indigenous Communist parties, the "fronts" and the fellow-traveling organizations. It does not include Chinese Communist propaganda material and Peiping's activities in the field are rapidly rivaling those of Moscow.

Quite obviously the USIA must keep production costs down and get the most for every penny spent. The Agency can't produce an item because it hopes it will be influential. It must be practically certain before sending the item to the printing plant.

The USIA itself publishes no books. Those on its library shelves and in the majority of its book programs are published by the United States industry and purchased by the Agency. A great many, of course, are donated by various organizations (law books by United States legal societies) or collected in book drives and presented to the Agency for distribution overseas.

In addition, USIA assists foreign book publishers to bring out translations of American authors. The International Media Guaranty Program (IMG) assures American publishers dollar return for books sold overseas for foreign currency.

● During a recent debate in the British House of Lords, reference was made to the "phenomenal success" of the U.S. book program. One speaker declared USIA programs were replying "very effectively to Russian activity both from

the point of view of propaganda and general opportunities for publicizing the American way of life." His Lordship was not critical of the USIA, but he felt Her Majesty's government should follow copy.

● However, Ira Rubel's invention of some fifty-odd years ago—lithography—has made it possible for the USIA to take the printed word to people throughout the world. It helps the Agency meet emergencies where the printed item is needed in a matter of weeks or even days. It is making it possible for USIA to reach the masses of people who will decide the issues of today as well as those of tomorrow.

Style Books—

(Continued from page 18)

the *Record* staff had a hard time living with the rule and now the *Record* has come back into the fold with a good generalization of the most widely used rules on numbers:

"In general, spell numbers from 'one' through 'nine' and use figures for '10' or above. In most cases, use figures for ages, addresses, percentages, scores, dates, tabular matter, etc."

● In punctuation, it's quotation marks that seem to throw most writers of style books. A partial solution to the problem might be to lump together all musical compositions—symphonic, rock 'n' roll and hillbilly—and enclose them in quotation marks.

As far as headline capitalization, there was a rather general trend toward capping the first letter of every word in the head. A smaller trend in the opposite direction is toward capping only the first word and proper names in the head.

● By broadening and simplifying style rules, newspapers and press associations probably could get along nicely with a maximum of fifty short style rules. This would be roughly ten for each of the main sections: Capitalization, abbreviation, numbers, punctuation and titles. Grammar and usage could be turned over to Fowler or Perrin or some other authority. Webster's New International Dictionary, unabridged, could be the standard dictionary, as it is already in most newspaper offices.

Instead of copyreaders and reporters saying "the hell with style" as many of them do now because of contradictory and needlessly complex style rules, the style book could be looked upon as a friend instead of an enemy to wrestle with catch-as-catch-can.

Bedroom Beat—

(Continued from page 15)

covered by suburban reporters, got wide national distribution.

Similarly, the suburban reporters find their routine coverage of local news is constantly involving them with public figures of national prominence. Most Congressmen and ranking Federal officials live in the suburbs. It is not uncommon for a reporter to discover that the lady who spoke so vigorously in support of a higher teacher pay scale at the school budget hearing was the wife of a Senator who has youngsters attending local schools.

● Last spring, for example, the Democrats in suburban Maryland's Montgomery County got into a bitter primary campaign for control of the local party machinery. The Montgomery County reporter was not at all surprised to learn that the leader of one faction was former Secretary of State Dean Acheson. He made stump speeches at precinct rallies with the same skill that he once used in formulating our foreign policy.

All of this makes the suburban reporter's life interesting, challenging, and sometimes exciting. While he may not be covering the White House, he knows that he's a lot closer to that dream than his colleagues on a non-Washington paper. He has only to look around the staff of his own paper to find numerous national news reporters who got their start covering Washington's bedroom.

Wire Service—

(Continued from page 12)

newspapers and a brace of fine radio and TV stations. All but two are *UPI* clients, which is nice but leads to problems. I won't admit we ever get complaints. But if we ever did, I would have to field them. Just thinking about the possibility is time-consuming.

● Such are the lighter moments. Wire service life is not a continuous string of triumphs. I like this one-man job because I get out and around more than most desk-bound wire service personnel. I go to a lot of banquets and have a cast-iron stomach to prove it; the baseball people send down a free pass every year; I meet most of the politicians at the station or airport. I cover all of the home football games of the University of Tulsa and have a card in the press box with my name on it.

The manager of a one-man wire

service bureau can put his by-line on any story he likes, too. I do this knowing that most editors will change my by-line into a heavy black-line.

Since Tulsa is the "oil capital" of the world, I have become an "oil expert." I have accomplished this by getting on the mailing lists of most of the oil companies and by joining the Association of Petroleum Writers. If anybody wants to challenge my knowledge of the oil business, let him see my properly validated and stamped API card.

● I have taken to writing a weekly oil column, thanks to the whole-hearted cooperation of the oil editors of the *Tulsa World* and *Tulsa Tribune*, and the advice of the trade publication *Oil and Gas Journal*. Riley Wilson, *World* oil editor, often tells me where I can slip in a knowing little oil phrase. Surprisingly enough, after a year on the oil beat, I have learned a little about the business, and I'll whipstock the first drillstem that says otherwise.

Another of my duties is to transmit pictures, from time to time, on the *UPI* telephoto network. This is supposed to be a simple matter. Haw! My telephoto transmitter isn't exactly the latest word. Except that it always gets in the last word when I try to operate it. Every time I try to transmit, something goes wrong. And it's never the same thing twice in a row.

The free-lance photographers who take my pictures never seem to be able to get the prints the right size to fit the drum. And every time I try to crop them with scissors I run into another crisis because there is no place to fit in the caption. Once I got the picture on the drum and the machine working right and I had a five-hour beat on a baby-swapping story. But after I moved the picture somebody came on the wire and told me I had transmitted the picture upside down.

● My oil column often deals with some new development in oilfield technology. This sometimes brings letters from amateur inventors who claim they devised the improvement in question years ago and what did I think of that?

My telephone rings constantly. Sometimes it brings hot news tips. My day is not complete without somebody calling up and telling me "I want to put an ad in the paper." One day a lady called up long distance from Alabama and started bawling me out for repossessing her automobile. I finally broke in and asked her who she thought she was talking to. "Why, isn't this the United Finance Company?" she asked indignantly.

● We had the National Open golf tournament here in 1958. I never got

to see any of it. Our by-line sports writers took care of it and I had to stay downtown and cover more prosaic news. Was I unhappy? No, sir. The temperature on the golf course was hovering in the high 90's that week and I was in an air-conditioned office. I did my part by going to the press parties at night.

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'58 journalism grad, B.A., Big Ten school, SDX member, Negro, desires newspaper, radio or public relations position anywhere. Box 1005, THE QUILL.

MISCELLANEOUS

FREE

Job market letter, with list of available jobs and nationwide employment conditions. Bill McKee, Birch Personnel, 59 E. Madison, Chicago, Illinois.

"JAYHAWK EDITOR"

A. Q. Miller's book on Kansas History Unpublished events in Kansas History, Politics and Civic Matters, including

GOOD ROADS From the Horse and Buggy Days to the Atomic Age. Comments on Some Personalities I Knew—William Allen White, Arthur Capper, Henry J. Allen, Lowell Thomas, Frank Carlson, W. R. Nelson, Guy T. Helvering, Lynn R. Brodrick, Ed. C. Johnson, Merle Thorpe, General Markham, Elmer T. Peterson, Dr. John R. McFadden, Palmer Hoyt and many other distinguished citizens.

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NO. 79

Sigma Delta Chi NEWS

JUNE, 1959

Government Privilege a Threat Claims Awards Speaker Mollenhoff

Two NU Professors Advise Newsmen During World Tour

Two Northwestern University professors from the Medill School of Journalism began round-the-world trips in opposite directions recently under State Department sponsorship.

Professors Kenneth E. Olson and Floyd G. Arpan, both of whom have had prominent roles in the journalistic phase of the federal government's foreign specialist program, are serving as advisers to newspapermen in the Middle and Far East who have asked assistance in solving their press problems.

In their travels they expect to see many of the journalists who have studied at Medill since the foreign journalist program began at Northwestern in 1951.

Olson is traveling with Colman Harwell, editor of the Nashville Tennessean and past president of the Associated Press Managing Editors. They are conducting seminars with newspaper editors in Athens, Greece; Tel Aviv, Israel; Kabul, Afghanistan; Colombo, Ceylon, and Jakarta, Indonesia. Their tour began in March, when they flew from Washington, D. C., to Athens where Prof. Olson worked with the Greek press for three months in 1953.

They also are visiting newspapers in Karachi, Pakistan; Teheran, Iran; Manila, Philippines, and Tokyo, Japan during the 10-week tour.

Arpan, director of Medill's foreign journalist program, left for Seoul, Korea, to begin his four-month overseas assignment. After spending six weeks with newsmen in Seoul, and the provinces, he went to Formosa for three weeks and then to the Philippines for a three-week survey of the press in Manila and the provinces.

The remainder of his trip will take him to Vietnam, Cambodia, Thailand, Burma, Iran, and finally to Greece. In each country Arpan will lecture on freedom of the press and will conduct seminars on publishing and editing problems before newspaper associations.

Handwerker Named SDX News Mgr. Ed.

Sy Handwerker, assistant manager of public information at the University of Illinois Chicago Undergraduate Division, has been named Sigma Delta Chi News managing editor.

Handwerker has been with the university since 1955, except for a two year military leave, during which he was attached to Army special services and public information sections. Prior to coming to the University of Illinois, he worked at the City News Bureau of Chicago for three years. He covered every major Chicago news beat, did rewrite and was assistant radio news editor.

Handwerker took his undergraduate work at the University of Illinois School of Journalism, and has taken graduate law work at DePaul University.

Missing Quill Copies Sought for Library

Have you kept a file of old QUILLS?

A message from University Microfilms, Inc., indicates that the Sigma Delta Chi library is missing issues four through six from volume one, issues three and four from volume two, issue four from volume eight, and issue six from volume 17.

If you have these issues in your QUILL library, please send them to Victor E. Bluedorn, Executive Director, Sigma Delta Chi, 35 East Wacker Drive, Chicago 1.

The magazines will be returned after they have been recorded on microfilm.

★ ★ ★ ★ ★ ★ ★ ★ ★
The one thing worse than a quitter is the man who is afraid to begin.

★ ★ ★ ★ ★ ★ ★ ★ ★

Prize-winning Washington correspondent Clark R. Mollenhoff charged the government's policy of executive privilege has in it the threats of dictatorship.

Mollenhoff was the main speaker at the Sigma Delta Chi national awards banquet held at the Ambassador West Hotel in Chicago.

He pointed out that the policy of executive privilege, to withhold information from Congress, was established in 1954. He said, "It threatens to destroy the power of Congress to investigate how our government agencies operate, and inform us of these operations."

Mollenhoff continued, "The executive privilege" doctrine as proclaimed by the Eisenhower administration is simply this—officials of the executive branch of the government can refuse to produce government records or testify before a congressional committee if they believe the information sought is "confidential executive business."

The Cowles newspaper reporter said this policy of executive privilege has been used "to cover up crimes, mismanagement, 'imprudence,' 'conflicts of interests,' and wide variety of embarrassing activities."

Mollenhoff charged also that because of the ability to withhold embarrassing information, some officials have become so confident that the truth would not get out that they made misleading and distorted reports to the President on issues in question. Sometimes, charged Mollenhoff, "The President didn't get the full facts until he had made a major factual blunder, as he did in the controversial Dixon-Yates power contract."

The Pulitzer Prize winner and Sigma Delta Chi double-prize winner also charged in his speech that reporters have not done a good job in the field of race relations and labor racketeering. He said that in race relations too many times northern reporters have been sent to the South to come back with a story that inflames. He feels that we need to minimize this kind of reporting in race relations.

On labor reporting, Mollenhoff feels the newspapers should be doing more follow-through stories of how labor unions are being infiltrated by the racketeers.

Charter East Oklahoma Chapter; First in Fraternity's 50th Year

The Eastern Oklahoma professional chapter was installed in Tulsa April 16 as the first professional chapter to be chartered in the fraternity's golden anniversary year.

James A. Byron of Fort Worth, Tex., national president of Sigma Delta Chi, installed the new chapter and its officers, presented the charter and attended an initiation of 10 new members prior to the ceremony. The initiation was conducted by a team from the Oklahoma professional chapter, headed by Bob Allen of Cushing.

Byron charged the chapter and its new members to live up to the ideals of Sigma Delta Chi.

"The fraternity," he said, "is approaching its 50th birthday. Its youth is renewed each year by the induction of new members such as you. Its age is the tempering kind in which the experience and wisdom of the older members is used as a guide and not as a halter."

"They have been 50 fruitful and honorable years in which its principles have remained constant.

"I think that you and I can feel profoundly grateful that we have been given the opportunity to be practitioners in the task of informing people. Because as we go along telling people the facts as best we can, and the meaning of those facts as best we can, we will be making a real and serious contribution to those people.

"As newsmen we rather often have been told—as you will be told—in after-dinner orations, that we have a vital job of strengthening democracy by informing people. And I am wondering if we do not too often and too easily accept those words as being nothing more than oratory. As members of Sigma Delta Chi, perhaps we should listen to them more closely, and certainly without the slightest degree of smugness.

"And may I suggest that we should ask ourselves at frequent intervals whether or not we are showing 'a vigilance that knows no midnight, and a courage that knows no retreat.'"

The officers installed were **Howard A. Stewart**, Tulsa Tribune, president; **Deacon New**, Oil and Gas Journal, vice president; and **Travis Walsh**, Tulsa World, secretary-treasurer.

New members initiated were:

Bill Butler and **John E. Walker**, Tulsa World; **John Booker** and **Frosty Troy**, Tulsa Tribune; **Bob Shaw**, **Forrest Brokaw** and **Carl D. Boye**, KVOO, KVOO-TV, Tulsa; **Jack Morris**, KTUL-TV, Tulsa; **J. L. Jennings**, Bartlesville Examiner-Enterprise, and **William E. Hays**, University of Tulsa journalism instructor.

The new chapter has 35 members including those initiated April 16.



James A. Byron (left), national president of Sigma Delta Chi, presents the charter of the new Eastern Oklahoma professional chapter to chapter officers (left to right) Howard A. Stewart, president; Travis Walsh, secretary-treasurer, and Deacon New, vice president.

1959 SDX Historic Site Ceremony Honors E. W. Scripps, Cleveland

Cleveland was honored as the 1959 Historic Site in Journalism at special ceremonies May 26.

Sigma Delta Chi selected E. W. Scripps, founder of the Cleveland Press, the Scripps-Howard chain, United Press, United Features Syndicate and other journalistic organizations as the 16th historic site in journalism in the nation.

A plaque was unveiled at the ceremony in the lobby of the new Cleveland Press building at East Ninth Street and Lakeside Avenue. Attending were business and civic leaders, educators, historians and notables in the field of journalism. The plaque, suitably inscribed, was placed at the base of a bust of E. W. Scripps, who founded the Penny Press in 1878.

The Historic Sites Committee of SDX, in recommending Scripps for this year's honor, said he is "one of the giants of modern journalism. An inspirational and enterprising leader, he symbolized the tenets of Sigma Delta Chi—talent, energy, and truth."

SDX started naming historic sites in 1942. Last year the Zenger trial was singled out for the award. Other historic sites have been Joseph Pulitzer and the St. Louis Post-Dispatch; William Allen White and the Emporia Gazette, and H. L. Mencken and the Baltimore Sun.

Illinois Prison Offers Journalism Courses

Radio, television, and journalism courses have been added to the growing list of training classes at Southern Illinois Penitentiary at Menard, according to Warden Ross V. Randolph.

Sigma Delta Chi member Lucien A. File will teach classes in the communications subjects of printing, journalism and audio-visual media, and will assist the prison superintendent of schools in a program of expanded vocational training of inmates, the warden said.

As a public relations counsellor for professional groups in Illinois, File produced and conducted many radio programs. His brother, John A. File, also a member of Sigma Delta Chi, is in charge of the prison printing plant where the institution's newspaper, "Time," is published.

Expense Account?

(Reprinted from Ted Peterson's Minnesota Daily column and The Magazine of Sigma Chi, 1940.)

While he was in Chicago some time ago, Bob Jones, a fellow journalist who was graduated last spring, decided to visit the national headquarters of Sigma Delta Chi, professional journalistic fraternity. He went to 35 East Wacker Drive, the address of the fraternity, and hastily looked over the building directory to find the office number of the headquarters.

"I'm Jones from the Minnesota Chapter," he told the national secretary, who welcomed him to the office. The secretary seemed very pleased to meet Brother Jones, and the two talked for some time about fraternity activities in general.

After a while, the secretary invited Brother Jones to have lunch with him. Throughout the meal, the secretary, beaming at Jones, asked friendly questions about the Minnesota Chapter. Jones became slightly worried, for the secretary asked questions about things and people he knew nothing about. Although he began to suspect that something was wrong, Jones gave no indication of it, not even when the secretary paid the check.

When Jones finally had to leave, the secretary gave him the secret fraternity grip and presented him with an ash tray bearing the fraternity crest as a gift from national headquarters.

After he had time to think things over, Jones realized that by mistake he had wandered into the national headquarters of Sigma Chi, academic fraternity—instead of Sigma Delta Chi.

Russian Editor Says Soviet Heads Face Criticism in Red Newspapers

There are more than 10,000 newspapers, including business papers, published in Russia with a daily total circulation figure exceeding 60 million copies, a Soviet editor told a recent Sigma Delta Chi meeting.

Sulzberger Honored By Columbia

Arthur Hays Sulzberger, publisher and chairman of the board of The New York Times, and former national honorary president of Sigma Delta Chi, has been honored by his fellow Trustees of Columbia University.

University President Grayson Kirk conferred on Sulzberger the honorary degree of Doctor of Laws.

In conferring the honorary degree on Sulzberger, President Kirk read the following citation:

"In the forty-six years since you were graduated from Columbia College, you have had a career that has brought to you the pride of your Alma Mater and the respect of the entire world. As the head of the most influential newspaper of modern times, you have never forgotten your professional responsibility to the vast public whose interests you have served so well. As a Trustee of this University, you have unfailingly devoted your time and energy to the welfare of Columbia. Your leadership in the manifold activities of the Bicentennial celebration will never be forgotten by this community."

Armed with a volume of statistics, Valery Yuryev, managing editor of USSR magazine spoke before a recent joint meeting of American University's chapter and Theta Sigma Phi. In addition, he said, there are 858 magazines published in Russia.

He said "Pravda," the central news organ of the Communist Party, was established May 5, 1912 "the free Russian press date," and enjoys the largest and most influential circulation of all Russian newspapers at six million copies published seven days a week.

The paper costs five cents on the American exchange, is usually published in four-page format including pictures, and carries no advertising. Its central printing plant is in Moscow but to expedite distribution and minimize cost, the Moscow-produced matrixes are shipped via air to remote areas for subsequent reprint and distribution, he said.

Asked how a Russian newspaper supports itself without advertising revenue, Yuryev said the larger newspapers are virtually self-sustaining through circulation earnings and the remainder financed by what he termed, "supporting public organizations."

Students were surprised to hear him say Russian newspapers follow public opinion—they don't dominate it. The majority of daily news copy, he said, is contributed in the form of feature articles on various aspects of Russian life, written by the "people." Even more surprising was his statement that, "nobody . . . not even government officials can escape criticism in our newspapers and magazines." He hedged, however, when asked if this also included Khrushchev.

He mentioned that the career-minded Russian journalist is offered few specialized schools, and can expect to receive the American equivalent of \$200 a month. "And of course if this seems relatively small, you must remember the Russian receives free social security and medical care," he quickly added.

Yuryev emphasized what he said was Russia's promising journalistic future. "Under the new Seven Year Plan," he said, "we still increase newspaper circulation 50 per cent and double the magazine circulation."

During the informal refreshment period following the discussion, it was jokingly noted that Mr. Yuryev was smoking American cigarettes. "Yes," he answered in the same jocular vein, "I started smoking American cigarettes some time ago. Smoother smoking you know."

★ ★ ★ ★ ★ ★ ★ ★
Oftentimes opportunity is missed
because we are broadcasting when
we should be tuning in.

Fellows Honored in Washington Ceremony



Left to right: Luther Huston, former National SDX President; John S. Heiskell, publisher of the Little Rock Arkansas Gazette; Eric Sevareid, chief correspondent for CBS, Washington; and Walter M. Kiplinger of the Kiplinger News Letter and magazine bearing his name, all recipients of the 1958 National Fellow Awards; and Robert W. Richards, President of the Washington Professional Chapter of SDX at awards dinner held in the National Press Club last March 18, 1959.

BOOKS BY BROTHERS

The Sigma Delta Chi NEWS is anxious to print notices on recent books written by members on non-journalistic subjects. Books about journalism and allied fields are reviewed in THE QUILL.

GUIDE TO BUYING A USED SPORTS CAR, a guide to where good used sports cars may be found by John Christy, and published by Arco Publishing Co., New York, has just gone on sale. Christy is managing editor of Sports Car Illustrated.

Christy asks the question, "Are you a nose-at-the-window dreamer or a parking-lot-looker every time you see one of those gleaming, glamorous sports cars?" Here is a guide to the exciting world of motoring for pleasure. Christy tells where to get a good used sports car, how to buy the right car to suit your individual needs and preferences, and, most important, how to get the most for your money.

Christy can readily qualify as an expert on any type of sports car. He has at various times participated as a racing driver, in addition to being editor of three different automobile magazines and technical advisor to two others.

Guide to Buying a Used Sports Car contains 128 pages, is cloth bound, fully illustrated, and sells for \$2.75.

* * *

CRITICAL WRITING FOR THE JOURNALIST, a protest against the "conspiracy" on the part of columnists to take over criticism from the reviewers by Roland E. Wolseley and published by the Chilton Co., Philadelphia, Pa., went on sale recently. Wolseley is chairman of the magazine department and professor of journalism at Syracuse university.

He describes his book as a guide to making every type of critical writing more effective. Professor Wolseley stresses the critics' full responsibility and points out the need for being constantly aware of his readers' or listeners' needs.

Such diverse forms of critical writing as reviewing, reporting, evaluating books, music, radio, television programs and theatrical productions are covered. He also gives the names of the most influential critics in every phase of critical endeavor in America.

The author of five books, co-author of seven and a frequent contributor to a number of prominent national magazines, Professor Wolseley says he wrote the book for practicing reviewers and critics on newspapers and magazines, freelance writers and college and university students.

* * *

TEMPEST TOSSED, a short novel by W. E. (Bud) Seifert, Jr., and published by Vantage Press, Inc., New York, went on sale last month. Seifert is wire news editor of the Spartanburg (S. C.) Journal.

Welcome, H. S. T.!



Decrying "witch-hunting and mass hysteria" in American history, former President Harry S. Truman told an overflow student audience that "witch hunters are always on the loose. Many of them speak in the Senate and the House where they can't be prosecuted," he said.

Sponsored by the UCLA undergraduate chapter in an observance of Sigma Delta Chi's 50th anniversary, Mr. Truman was warmly received by more than 4,000 students who filled Royce Hall to capacity and sat outside the auditorium to hear the former chief executive speak.

Mr. Truman traced the historical patterns which he said have threatened basic American freedoms—from the Salem witch trials through the McCarthyism of the early 1950's. Interjecting many humorous anecdotes into his speech, the former president drew an equal amount of laughter and applause from his very enthusiastic audience.

Asked what he thought about the state department's refusal to allow American newsmen into Red China, he said, "I think that the state department sometimes tries to outreach itself," adding quickly, "there are a few newspapermen I'd like to send to Red China, 'though.'

Officers of the UCLA chapter welcomed the former president to the campus. From left to right in above photo are Brian Hoel, treasurer; Stan Evans, secretary; Mr. Truman; Harry Tessel, president; and Marty Kasindorf, vice president.

With a modern day setting, the story takes place in the Midwest, Bud's original home. It is the story of a young couple who were married on the "rebound" from previous romances. But Frank and Rosemary Peary meet and survive not only marital storms but a devastating tornado, around which the story evolves.

Tempest Tossed, \$2.75, is Seifert's first novel and is "merely a newsmen's brain-storm that became a windstorm," he says.

Bud was born in Kingman, Kansas, and is a graduate of the University of Kansas. He came to the Journal in 1936 after working on the Kansas City Star, The St. Louis Star-Times and the Knoxville Journal.

★ ★ ★ ★ ★ ★ ★ ★ ★
Never try to reason the prejudice out of a man. It was not reasoned into him and cannot be reasoned out.

SYDNEY SMITH.

★ ★ ★ ★ ★ ★ ★ ★ ★

Serving Uncle Sam

Second Lt. James J. Hubbard recently completed the 10-week officer basic course at the Army Armor School, Fort Knox, Ky.

Pvt. Paul V. Perrin, Jr. recently completed eight weeks of basic combat training at Fort Riley, Kan.

Lt. Gary A. Sorensen, Montana State University 1957, is now serving as information officer for the 35th Artillery Brigade (AD), which is responsible for the Guided Missile defense of the Washington-Baltimore area. He was a member of the Independent Record Staff in Helena, Montana before entering the service in February, 1958. Lt. Sorensen is stationed at Fort George G. Meade, Maryland and has continued actively in SDX by joining the Washington, D. C. chapter.

New Members

The following journalists have been elected as members by the National Executive Council and have been enrolled on the records of the Fraternity.

R. Dale Ahern, editor-publisher, Decorah Journal and Public Opinion, Decorah, Iowa; **Fred Roach**, editor, Sioux County Capital, Orange City, Iowa; **Donald Southey Dally**, editor and publisher, Mountaineer County Record, Parshall, N. D.; **Adrian Ritchey Dunn**, instructor in journalism and publication adviser of Bismarck Hi-Herald, Bismarck High School, Bismarck, North Dakota.

Mack Lewis George, editor and publisher, Glen Ullin Times, Glen Ullin, N. D.; **Grant M. Helgeson**, editor and publisher, Hankinson News, Hankinson, N. D.; **Arthur Selikoff**, news director, radio station KVOX, Fargo, N. D.; **Ralph Thomas Shultz**, editor, Pioneer Press, Mott, North Dakota; **John Harold Booker**, copy editor, The Tulsa Tribune, Tulsa, Oklahoma.

Carl Daniel Boye, news editor, KVOO radio-television, Tulsa, Oklahoma; **Charles Forrest Brokaw, Jr.**, manager news departments, KVOO & KVOO-TV Tulsa, Oklahoma; **William James Butler**, assistant Sunday Editor, The Tulsa World, Tulsa, Oklahoma; **William E. Hays**, journalism instructor, University of Tulsa, Tulsa, Oklahoma.

Jack Morris, news director, KTUL & KTUL-TV, Tulsa, Oklahoma; **Bobby Gene Shaw**, editor-reporter, KVOO-TV, Tulsa, Oklahoma; **George R. Kane**, publisher and editor, Los Gatos Times-Observer, Los Gatos, California and Gilroy Evening Dispatch, Gilroy, Calif.; **Charles L. Reese**, publisher, Wilmington News Journal, Wilmington, Delaware; **Jim Mortimer**, staff writer, Deseret News, Salt Lake City, Utah; **John N. Heiskell**, publisher, Little Rock Gazette, Little Rock, Ark.

Tom Fesperman, managing editor, The Charlotte Observer, Charlotte, North Carolina; **Joseph Morrison**, associate professor, School of Journalism, University of North Carolina, Chapel Hill, North Carolina; **Sam Ragan**, executive editor, The News & Observer and The Raleigh Times, Raleigh, North Carolina.

E. A. Resch, editor and publisher of The Chatham News, Siler City, N. C., and publisher of The Chatham Record and The Liberty News, Liberty, North Carolina; **Walter Spearman**, professor, School of Journalism, University of North Carolina, Chapel Hill, North Carolina; **Don M. Dixon**, news editor, CBS News, Washington, D. C.

Oren M. Stephens, director of planning, U. S. Information Agency, Washington, D. C.; **Robert Walton Turner**, staff writer, Tampa Daily Times, Tampa, Florida; **Robert Edward Cole, Jr.**, sports writer, Honolulu Star-Bulletin, Honolulu, Hawaii; **Robert Lee Scott**, instructor, Department of English, University of Hawaii, Honolulu, Hawaii.

Charles Henry Turner, newsman, Asso-

ciated Press, Honolulu, Hawaii; **Alphonse R. Frezza**, managing editor, Medford Daily Mercury, Medford, Mass.; **G. Prescott Low**, publisher, Quincy Patriot Ledger, Quincy, Mass.; **George Lincoln Sissons, Jr.**, news director of radio station WALE and editor of "The Whale News," Fall River, Mass.

Robert B. Atwood, editor and publisher, Anchorage Daily Times, Anchorage, Alaska; **James F. Bender**, copyreader, Pittsburgh Post-Gazette, Pittsburgh, Penn.; **William A. Eames**, news director, KSL Television, Salt Lake City, Utah; **Roy B. Gibson**, news editor, KDYL and KTVT, Salt Lake City, Utah.

George Wiley Beveridge, editor and publisher, Williamsburg Journal Tribune, Williamsburg, Iowa; **Carl Clark Caswell**, editor and publisher, Clarinda Herald Journal, Clarinda, Iowa; **Everett Albert Streit**, managing editor, Clinton Herald, Clinton, Iowa; **George John Volger**, general manager and owner, Radio Station KWPC, Muscatine, Iowa.

Lee Francis White, news director, Radio Station KROS, Clinton, Iowa; **Stuart Wilson Sechrist**, associate professor, School of Journalism, University of North Carolina, Chapel Hill, North Carolina; **John H. Baer**, reporter, Harrisburg Patriot, Harrisburg, Penn.

Mason W. Denison, president and editor, Pennsylvania News Service, Harrisburg, Penn.; **Robert J. Evans**, copyreader, Patriot-News, Harrisburg, Penn.; **John J. Richards**, editor, Pottsville Republican, Pottsville, Penn.; **Bern Sharfman**, editorial writer, Harrisburg Patriot-News, Harrisburg, Penn.

John W. Steacy, Jr., assistant managing editor, Allentown Sunday Call-Chronicle, Allentown, Penn.; **Richard A. Swank**, publisher-editor, Duncannon Record, Duncannon, Penn.; **Edward H. Wallace**, managing editor, The Evening Sun, Hanover, Penn.; **Martin V. Wixted**, city editor, Pottsville Republican, Pottsville, Penn.

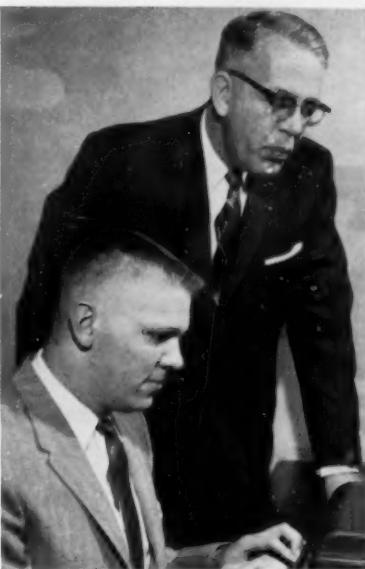
Richard G. Boden, photographer-reporter, news department, KSL-TV, Salt Lake City, Utah; **Hiram S. McDonald**, sports makeup editor, Deseret News and Telegram, Salt Lake City, Utah; **Jack Reed**, church editor, The Salt Lake Tribune, Salt Lake City, Utah; **Robert Briggs**, chief photographer, Globe-Democrat, St. Louis, Mo.

William F. Cento, suburban editor, St. Louis Globe-Democrat, St. Louis, Mo.; **Thomas F. Dempsey**, staff writer, Sunday Pictures, St. Louis Post-Dispatch, St. Louis, Mo.; **Gary W. Ferguson**, writer, Sunday Pictures, St. Louis Post-Dispatch, St. Louis, Mo.; **Peter L. Goldman**, reporter-rewriter, St. Louis Globe-Democrat, St. Louis, Mo.

William Humberg, editor, Food Merchandising, St. Louis, Mo.; **William Mauldin**, cartoonist, St. Louis Post-Dispatch, St. Louis, Mo.; **William H. McClymonds**, assistant editor, Auto Club News, St. Louis, Mo.; **Tom W. Ottenad**, reporter, St. Louis Post-Dispatch, St. Louis, Mo.

Johnson Poor, associate editor, Club Management Magazine, St. Louis, Mo.; **Peter V. Rahn, Jr.**, TV-Radio Editor, St. Louis Globe-Democrat, St. Louis, Mo.

Father, Son Initiated



There was a "father-son" angle to the North Dakota Undergraduate Chapter's initiation story, as the chapter observed Sigma Delta Chi's fiftieth birthday. Initiated together were **Grant Helgeson**, editor of the **Hankinson, N. D., News** (standing) and his son, **Blayne Helgeson**, a University of North Dakota journalism major. Eight other undergraduate members and two professional members also were initiated. **Bern W. Kern** of the Minneapolis Tribune was principal speaker at the dinner which followed.

Chicago Headline Club Hears Panel on Castro

One of the biggest turn-outs of the current Chicago Headline Club season heard four newspapermen, who covered the Cuban revolution, discuss "Who Is Fidel Castro and Where Is Cuba Going?"

More than 100 Headliners listened to the panel discussion, moderated by Glenn Mills, Assistant Dean at Northwestern's School of Speech. Participants included: **John H. Thompson**, military affairs expert for the Chicago Tribune; **Robert Gruenberg**, Chicago Daily News; **Hal Bruno**, Chicago American; and **William Carroll**, publisher, Pickwick Publications, Park Ridge, Ill.

Each newsmen related his impression of the revolution and told of actual behind-the-scenes incidents, including tales of Batista-inspired atrocity stories.

The newsmen were in agreement on two points: (1) Although the Castro government's "war crime trials" were not legally ethical, they were based on sufficient conclusive eyewitness testimony to make the executions of Batista henchmen morally justified and (2) the U. S. press, with the exception of the New York Times and Chicago Tribune, failed to report atrocities performed by the Batista government since it came into power in 1952.

Chapter Activities



CHICAGO—Al Orton, left, president of the Headline Club, Chicago professional chapter, and Bureau Chief of the Associated Press, chats with Eugene C. Pulliam, newspaper publisher in Indiana and Arizona, and Basil "Stuffy" Walters, editor of the Chicago Daily News, at the club's Founders Day meeting, April 6. Pulliam, one of the founders of Sigma Delta Chi, was the guest speaker of the evening. The meeting, which attracted 160 members, was held in the Press Club. It was preceded by the initiation of 19 professional men and 23 undergraduates from Northwestern University. Prof. C. E. Barnum, of the Medill School of Journalism, Northwestern University, presented Bruce Oudes, editor of the Daily Northwestern, with a \$200 check from the Carl Kesler Memorial Fund.



TEXAS—Following an address by James A. Byron, national president of Sigma Delta Chi, members of the undergraduate chapter at the University of Texas honored him with a coffee hour. Gathered around Byron during the social hour are members of the arrangements committee, left to right, Kenneth Cope, Jim Holman, and Carl Howard. The gathering was part of the annual Southwestern Jour-

nalism Congress, to which the University of Texas School of Journalism played host.

DETROIT—The elder statesmen among Detroit area journalists were feted by the chapter during its April meeting celebrating the 50th anniversary of the fraternity. Awarded trophies for long years of service in journalism were: Joe Haas, reporter, columnist and editorial writer, Pontiac Press, 62 years; David J. Wilkie, automotive editor, Associated Press, 57 years; E. A. "Eddie" Batchelor, editor, Detroit Athletic Club News, 56 years; William K. Kelsey, columnist, Detroit News, 52 years; Lee Smits, outdoor writer, Michigan newspapers, 52 years; and C. B. "Jeff" Davis, editorial page writer, Detroit Times.

Radio and TV sportscaster E. L. "Ty" Tyson was cited by the chapter for 37 years in the broadcasting industry, while Edgar A. Guest was honored in absentia for 64 years of published verse, still appearing in the nation's press.

Speaker for the occasion was America's favorite former Presidential candidate, Norman Thomas, who displayed all his oldtime vigor and enthusiasm in discussing "The Failure of the Cold War."

We are living in an age of fear when every nation's foreign policy is being shaped by the threat of an atomic war, Thomas stated. He added that no unit of government has ever prepared so strenuously for anything that it didn't get.

"Bolshevik policy is worse than ours, but being more right is not enough," he warned. "Editorial repetition of this theme will not solve the cold war problems." His answers—complete disarmament, disengagement, strengthening the UN, a new policy in the Far East, Middle East and Central Europe, and a better system of handling economic aid.—Ron Hall.



COLORADO—The Colorado professional chapter, in association with the University of Colorado chapter, recently honored 20 "old time" Colorado journalists during a Founders Day dinner at the Denver Press Club. The dinner marked the founding of the fraternity in 1909, the establishment of an undergraduate chapter at the University of Colorado in 1919, the organization of the state professional chapter in 1949, and the Colorado "Rush to the Rockies" Centennial this year. Attending the celebration were, left to right, R. B. Spencer, Ed Bemis, Freeman Talbott, A. A. Paddock, Harry Rhoads (gesturing), R. B. McDermott, Ray Lanyon, Duncan Pyle, F. W. Meyer, and Barron Beshoar.

Those honored and receiving certificates from the fraternity included: Jack Carberry, Bruce Gustin, Gene Lindberg and Al Birch, of the Denver Post; Max Greedy, Harry Rhoads and Frank Plumb, of the Rocky Mountain News; A. A. Paddock, of the Boulder Camera; Frank Hoag, Sr., of the Pueblo Star-Journal and Chieftan; Floyd Merrill, of the Greeley Tribune; Ray Lanyon, of the Longmont Times-Call; R. B. Spencer, of the Fort Morgan Times; R. B. McDermott, of the Las Animas Leader; Edwing Bemis, of the Littleton Independent; Rex Howell, radio and TV executive of Grand Junction; F. W. Meyer and Gene O'Fallon, of Denver; Duncan Pyle, of Colorado Springs; Harry Green of Greeley; and Freeman Talbott, of Denver. Jack Carberry, Denver Post police and sports writer who has had 47 years

of experience, gave his reminiscences in response to the citation of the newspapermen. Rex Howell, Grand Junction radio and TV man, gave the response for the radio pioneers. William Long, manager of the Colorado Press Association, was master of ceremonies. Engraved citations were presented to each of the old timers whose careers represented some 800 years of journalism. The University of Colorado chapter made its annual presentation of the "Big Hat" award, given to a Colorado journalist for accomplishment. The winner was Bob Widlund of the Greeley Daily Tribune.



Photo by Billy Davis

LOUISVILLE—Al Capp, after addressing Louisville Professional Chapter on matters including his involvement periodically with libel, proceeds to commit some as he sketches Mark Ethridge, publisher of the Louisville Courier-Journal and Louisville Times.

WAYNE STATE UNIVERSITY—Election of new officers and plans for a continued speaker program headed the business at the last meeting of the Wayne State University undergraduate chapter in Detroit. New officers are: Ralph P. Hummel, president; Joseph Parinello, vice president; Harold Watts, treasurer; and Norman Lebow, secretary. All are seniors in journalism. The chapter also reviewed its speakers program and concluded it served a dual purpose:

1. To inform chapter members of developments, methods, and purposes in the various areas of journalism.
2. To bring about a greater understanding between community and the communications media.

To accomplish the first goal, the chapter last semester had among its speakers Frank Angello, managing editor of the Detroit Free Press, and Jack Pickering, feature writer and medical writer for the Detroit Times. Besides answering questions about the press for chapter members, Angello also arranged for undergraduate member attendance at Detroit professional activities.

Pickering talked to the chapter about science reporting with particular emphasis on reporting news of the space age. Pickering has been present at many missile firings at Cape Canaveral.

In keeping with the chapter's second goal, it recently held an open panel program on the subject: "What's Wrong With Our Press?" Speakers included two faculty members who attacked the press as to accuracy and responsibility. They were opposed by two representatives from Detroit newspapers, Frank P. Gill, music critic for the Detroit Times, and Arthur Dorazio, news editor of the Detroit Free Press.

NORTHERN CALIFORNIA—Newly elected officers of the Northern California professional chapter include: Richard Lamb, president; James A. Bales, vice president; and

David N. Schutz, secretary-treasurer. New Board Members include Hal O'Flaherty, Templeton Peck, Warren Talley and Charles H. Schneider. The chapter recently awarded \$100 scholarships to outstanding journalism students from San Jose State, California, and Stanford universities.



ATLANTA—Ed Lee, left, and Ted Pearson, center, two reporters with the Mobile Press Register, receive the coveted Green Eyeshade awards from Ed Thomas, outgoing president of the Atlanta Chapter, at ceremonies honoring the Alabama newsmen here. The journalists were cited for "superior and vigilant investigative reporting" that led to a clean-up of political influence in operation of the Mobile state docks.



MICHIGAN STATE UNIVERSITY—The city editor of the Sabah El-Khair, Arabic weekly news magazine, was initiated into Sigma Delta Chi at a recent meeting of the MSU chapter. Dr. Frederick S. Seibert (left), head of the School of Journalism at MSU, and Dean Gordon A. Sabine, of the College of Communication Arts at MSU (right), congratulate Louis Greiss of Cairo, Egypt, one of the few foreign newsmen ever initiated into the fraternity. Greiss is currently working at the Lansing State Journal and taking graduate work in journalism at the University of Michigan on a Press Club Fellowship sponsored by the University of Michigan and the Michigan Press Club. Greiss told the group that his magazine has a circulation of 50,000, and is one of the biggest news magazines in the Arab world. Greiss, a University of Cairo journalism graduate, will return to his desk in September.—David L. Rogers.

Personals

About Members

Edward P. Tastrom was appointed director of public relations and research for the New York Shipping Association, Inc. For the past ten years, he has been associate editor of the New York Journal of Commerce in charge of shipping and foreign trade news.

Victor H. Peterson has been named assistant manager of public relations for Standard - Vacuum Oil Company. Formerly managing editor of the Indianapolis Times, he was assistant manager of Socony Mobil Oil Company's public relations department before joining Stanvac.

Robert M. White has joined the sports staff of the Louisville Courier-Journal. He moved to Louisville from The Daily Banner in Cleveland, Tennessee.

James R. Wiggins, executive editor and vice president of the Washington, D. C., Post and Times Herald, recently lectured in the William Maxwell Memorial Series sponsored by the School of Journalism and the Graduate School of Ohio State University.

The Maxwell lectures are offered as part of a journalism course established at Ohio State to explore the basic issues behind the great news events of our times.

Fourteen brothers recently accepted an invitation from Logan Wilson, University of Texas president, to serve on the advisory council of the university's new Journalism Foundation. They are **S. B. Wittenburg**, Amarillo Globe-Times publisher; **George Clarke**, Dairy Products Institute executive vice-president; **Mac Roy Rasor**, public relations; **Joe Dealey**, Dallas Morning News; **Felix R. McKnight**, Dallas Times-Herald executive editor; **John Ellis**, Fort Worth Star-Telegram editor; **Walter R. Humphrey**, Fort Worth Press editor; **Walter G. Beach**, Humble Oil and Refining company advertising and public relations department; **John T. Jones, Jr.**, Houston Chronicle president; **Silas B. Ragsdale**, Petroleum Refiner managing editor; **J. C. Smyth**, Liberty Vindicator editor and Texas Press Association president; **Marshall Formby, Jr.**; **Frank G. Huntress, Jr.**, San Antonio Express president; and **Walter Buckner**, San Marcos Record editor and co-publisher.

The group will work with the university administration and School of Journalism faculty in a long-range development program for the Journalism School.

Walter N. Vernon, editor of general church school publications in The Methodist Church, Nashville, Tennessee, has been elected secretary of his denomination's Conference on Christian Education.



Peterson

E. Robert Lissit has been appointed television news supervisor of KYW-TV, Cleveland, Ohio. He will be responsible for the development of the station's new program, "Eye Witness News." For the past two years Lissit has been news writer and news editor at WBBM-TV, Chicago.

Robert A. Kubicek, field sales manager for the Hearing Aid Division of Zenith Radio Corp., was recently promoted to special assistant to the division's vice president. Prior to joining Zenith in 1956, Kubicek was advertising sales manager of TV Guide magazine.

Dr. Howard P. Lewis, professor and chairman of the department of medicine at the University of Oregon Medical School, was recently installed as president of the American College of Physicians in Chicago.

John F. Barton, who recently graduated from Michigan State University, is now with United Press International in Madison, Wisconsin, covering the State Legislature.

Al Wolf, for the past three years supervisor of employee publications, was appointed public relations supervisor for the Miller Brewing Company.

Herbert Brucker, editor of the Hartford, Connecticut, Courant, was elected president of the American Council on Education for Journalism. Elected vice presidents were **Robert K. Richards**, president of Richards Associates, public relations firm, and **Holt McPherson**, editor of the High Point, North Carolina, Enterprise.

Benjamin H. Cook has been appointed director of public relations for the new Lockheed Electronics and Avionics Division.

Edward Hymoff has been named director of news and special events for radio station WM-GM, New York.

Hugh C. Newton has been named assistant director of public relations for Rockwell Manufacturing company. Prior to this he was an account executive with Burson-Marsteller Associates.

George W. Harris has been named manager of the National Safety Council's field service department. He joined the Council staff 22 years ago. Prior to his promotion, Harris was the Council's district field director for Indiana and Illinois.

Fred G. Herman announced he has moved from free lance public relations to the copy desk of the Modesto, California, Bee. **Louis Rothschild, Jr.**, a member of the Washington, D. C.,

professional chapter, has launched an independent trade publication, Food Chemical News. The weekly publication will report government regulation of food additives, medicated animal feeds, food packaging, and allied products. He was previously an editor of F-D-C Reports, a specialized publication for executives in the drug and cosmetic industries.

John S. Rose, executive secretary to the Los Angeles district attorney, recently resigned to re-establish his own public relations firm in Beverly Hills.

Charles F. Sarjeant, who for 15 years was associate news director of WCCO, Minneapolis, recently resigned to enter private business.

Gary C. Bennyhoff has joined the staff of the WCCO radio news bureau, Minneapolis. Gary formerly worked on the news staff at KSTP, radio and television, St. Paul, and at KSUM, Fairmont, Minnesota.

A. J. Goldsmith, principal in the public relations firm For Your Information, joined the staff of Kuttner and Kuttner, Inc., Chicago, when the latter acquired FYI. Goldsmith was formerly a science editor of The American Peoples Encyclopedia, and served as editor of The American Peoples Encyclopedia Yearbook.

Robert B. Pennington, Jr., recently formed a new book publishing house, Pennington Press, in Chicago.

Eugene Phillips of Delta Air Lines public relations staff has completed his third successive two weeks annual military active duty tour at SHAPE headquarters in Paris, as an Army reserve colonel.

R. Fullerton Place has joined the public relations firm of Fleishman-Hillard, Inc., as a special client and program consultant. He was formerly public relations director of the United Fund of Greater St. Louis.

Eight members of Sigma Delta Chi have been honored by Rotary International, world-wide service club organization.

Carl P. Miller of Los Angeles has been named third vice-president of Rotary International and chairman of the executive committee of the board of directors and a member of the districting committee.

Leo Aikman, Atlanta, Georgia, and **Warren E. Kraft**, Seattle, Washington, have been named to the Rotary International magazine committee.

Four Sigma Delta Chi members have been elected Rotary district governors: **W. Curtis Hostetter**, Lafayette, Indiana; **Dean S. Lesher**, Merced, California; **John E. Stempel**, Bloomington, Indiana; and **A. John Thornberry**, Kansas City, Missouri.

Donald R. Mills, Clinton, Kentucky, is one of 126 outstanding graduate students from 35 countries to be awarded a Rotary Foundation Fellowship for advanced study abroad during the 1958-59 academic year. Mills, 22, will study journalism at the University of Edinburgh, Scotland, in preparation for a career in that field.



Newton



Harris

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Birch Personnel	KLZ-TV, Denver	Standard Oil Company (Indiana)
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Broadcasting	KSL-TV, Salt Lake City	Stewart-Warner Corp.
Chicago Sun-Times	Lloyd Hollister Publications	Technical Publications Institute
Cities Service Oil Co.	Look	Time Magazine
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The Corn Belt Farm Dailies	Mergenthaler Linotype Company	The Travelers Insurance Companies
The Courier-Journal, Louisville	Minneapolis Star and Tribune	The Wall Street Journal
The Curtis Publishing Co.	National Broadcasting Co.	United Press International
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